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The Customer Manifesto: How Business Has Failed Customers and What It Takes to Earn Lasting Loyalty

By Pamela Herrmann

Createspace, United States, 2014. Paperback. Book Condition: New. 224 x 154 mm. Language: English . Brand New Book ***** Print on Demand *****.A breakthrough in how businesses connect with their customers to create an exceptional experience, every time. The most interesting thing about the way the Internet is shaping business growth today is being driven by consumer behavior online, and the vast majority of the conversation is how the business made the customer feel. The great divide: 80 of businesses believe they are providing superior customer service, yet only 8 of their customers agree. Breaking through in a sea of sameness begins by returning to old school connectedness with your customers. As a successful entrepreneur, inventor, educator, and consultant, I've helped thousands of small business owners grow their profits by identifying the broken links in their work flow, creating an exceptional customer experience, and increasing their traffic. The old adage, Nothing personal, it's just business, couldn't be farther from the truth in today's economy. Business is personal. Leveraging social proof, both through word of mouth marketing and online, begins when a business has developed lasting loyalty with their customers. Lasting loyalty happens when we feel a...



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