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The Effortless Experience provides solid

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research supporting the pursuit of reducing customer effort as a way to drive loyalty. Much of the research and advice is focused on customer service, although reducing customer effort applies more broadly than that (as at least one chapter addresses).

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Rick DeLisi Book Description Publication
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“Companies told us that they try to
delight customers because they believe

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there are significant economic gains to be made by exceeding the service expectations of their customers,” says Nick Toman, Group Vice President, Gartner and co-author with Matthew Dixon and Rick Delisi, Principle Executive Advisor, Gartner of The Effortless Experience, Conquering the New Battleground for Customer ...

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Low Effort High Effort 1% 81% Low Effort High Effort 88% 4% Low Effort High

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Effort Repurchase 94% 4% Source: CEB analysis. Increased Spend/ Share of Wallet

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(2013) Matt Dixon is Executive Director
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