



The Cult of the Customer: Create an Amazing Customer Experience That Turns Satisfied Customers Into Customer Evangelists

By Shep Hyken

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In today's competitive business climate, you can't *just* satisfy your customers. You have to be better than that, giving them experiences that they won't forget. Author Shep Hyken has spent twenty-five years studying great companies and the evangelists they create. In *The Cult of the Customer*, Hyken shows how to design a strategy that leads both customers *and* employees through five distinct cultural phases – from "uncertainty" to "amazement." By presenting dozens of case studies that show how great companies made this journey, Hyken identifies the critical internal and external changes that allowed them to build a *Cult of the Customer* – and shows how you can do it too.

Hyken's message is both powerful and timely: the happier your customers *and* employees are, the more successful your company will be. *The Cult of the Customer* is your guide to creating a customer-focused culture that turns satisfied customers into customer evangelists.

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The Cult of the Customer: Create an Amazing Customer Experience That Turns Satisfied Customers Into Customer Evangelists By Shep Hyken Bibliography

- Sales Rank: #929593 in eBooks
- Published on: 2009-03-25
- Released on: 2009-03-25
- Format: Kindle eBook

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Editorial Review

Review

At Zappos.com, we recognize that customers need to be more than satisfied--they need to be WOWed! Shep recognizes this as well in his book, and gives examples of how different companies go about creating WOW experiences. --Tony Hsieh, CEO, Zappos.com

Ultimately, we want loyal customers--not just loyal to our brand, but also to our dealerships. This book teaches how to get customers, in any business, to come back again and again.

--Mike Rencis, Customer Service Operations, Toyota Motor Sales, USA

From the Inside Flap

No matter what you sell, who you sell it to, or how much (or little) of it you sell, your business revolves around customers. Keeping customers happy, keeping them coming back for more, and keeping them loyal to your brand are the most basic ingredients of business success. The Cult of the Customer shows you how to create the kind of customer experience that leads to endless loyalty and constant referrals.

In today's competitive business climate, you can't just satisfy your customers. You have to be better than that, giving them experiences that they won't forget. You must amaze them with "Moments of Magic" that transform them into customer evangelists--customers who go out of their way to tell the world about you and your business.

From the Back Cover

What Is the Cult of the Customer?

It is a culture that focuses on creating an amazing experience for both employees and customers.

This book will take you through the five cults, or phases, that all companies must go through to create an experience that turns your satisfied customers into customer evangelists. These customers aren't just loyal . . . they're your company advocates. They give unsolicited testimonials and referrals and become extensions of your marketing and sales departments. Filled with dozens of case studies and lessons, this book will guide you through a process that develops an employee culture dedicated to creating an exceptional service experience, both inside and outside of your company.

"This book reflects the core values of our approach at Morton's The Steakhouse®. We not only serve The Best Steak Anywhere, but we are truly focused on providing our guests with Morton's Genuine Hospitality, second to none in restaurant dining. This book is all about providing you with the necessary tools to create that amazing, top-of-the-line experience for every guest."

--Thomas J. Baldwin, Chairman, CEO, and President, Morton's Restaurant Group

"At Zappos.com, we've always recognized that customers need to be more than satisfied--they need to be WOWed! Shep recognizes this as well in his book, and gives plenty of examples of how different companies go about creating WOW experiences."

--Tony Hsieh, CEO, Zappos.com

"At Verizon Wireless, we are passionate about creating a great customer experience in every customer interaction. This book takes you through the necessary steps to create a world-class customer service organization."

--Eileen Creeden, Vice President, Northeast Customer Service, Verizon Wireless

"Ultimately, we want loyal customers--not just loyal to our brand, but also to our dealerships. The Cult of the

Customer teaches how to get customers, in virtually any business, to come back again and again."

--Mike Rencis, Customer Service Operations Manager, Toyota Motor Sales, USA

Users Review

From reader reviews:

Vicky Bowman:

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Linda Gordon:

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Ronald Tanaka:

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Teresa Obannon:

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