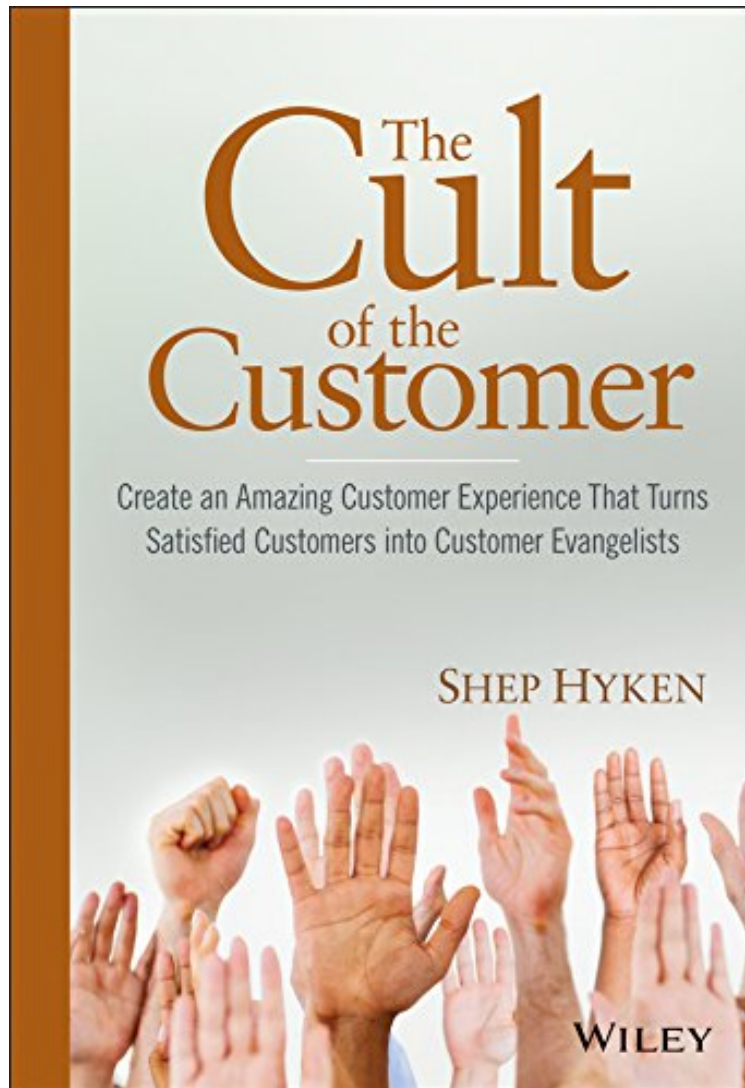


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# The Cult of the Customer: Create an Amazing Customer Experience That Turns Satisfied Customers Into Customer Evangelists

*Shep Hyken*

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**Shep Hyken : The Cult of the Customer: Create an Amazing Customer Experience That Turns Satisfied Customers Into Customer Evangelists** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Cult of the Customer: Create an Amazing Customer Experience That Turns Satisfied Customers Into Customer Evangelists:

0 of 0 people found the following review helpful. Cult is a following--your business can be a following.By Jim SergerOne of my favorite B movies of all time is The Terminator--it cost almost nothing to make back in the day. When it first came out no one was really talking about it--upon seeing it, the action, graphics, plot, story line everyone began to talk and share about the strengths of this movie. There was a cult wave created on this business--which turned out to be a block buster. Why did everyone talk about it? Why were people sharing this movie--easy they enjoyed it and they became evangelists on behalf of the film. The same goes for any business in the world--people will be turned on for little things; clean, affordable,accessible,atmosphere and of course customer service. The mission of this book is to create an environment that is so epic that you have got to share it with others. People will talk about for no other reason than to share their experience with you on their outcome because they want you to experience it as well--they will tell everyone. The book once again has multiple stories, true stories the author shares at his skill level--the author did customer service a favor in writing this book for it narrows down what business is all about as he states--create a business where customers come first and profit comes second and watch your business soar.2 of 2 people found the following review helpful. Great book on Customer ServiceBy M. ReischmanI thought his book was great on Guest Service. It covered everything from Managers to Line Employees to Customers themselves. My gripes were that sometimes it was too tech-company focused, and sometimes (as with all service books) the promises were vague: "Make your customers love you!" etc. Overall, I thought it was a good book and offered everyone at all levels of a company ideas to jump-start great customer service.0 of 0 people found the following review helpful. AmazingBy Marc BowersThis should be a must read for any organization that is ready to take their business to the cult of amazement for their customers. I wish all companies would read this book and put a plan in place to "wow" their customers every single day. Great job by Shep with this book!

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.