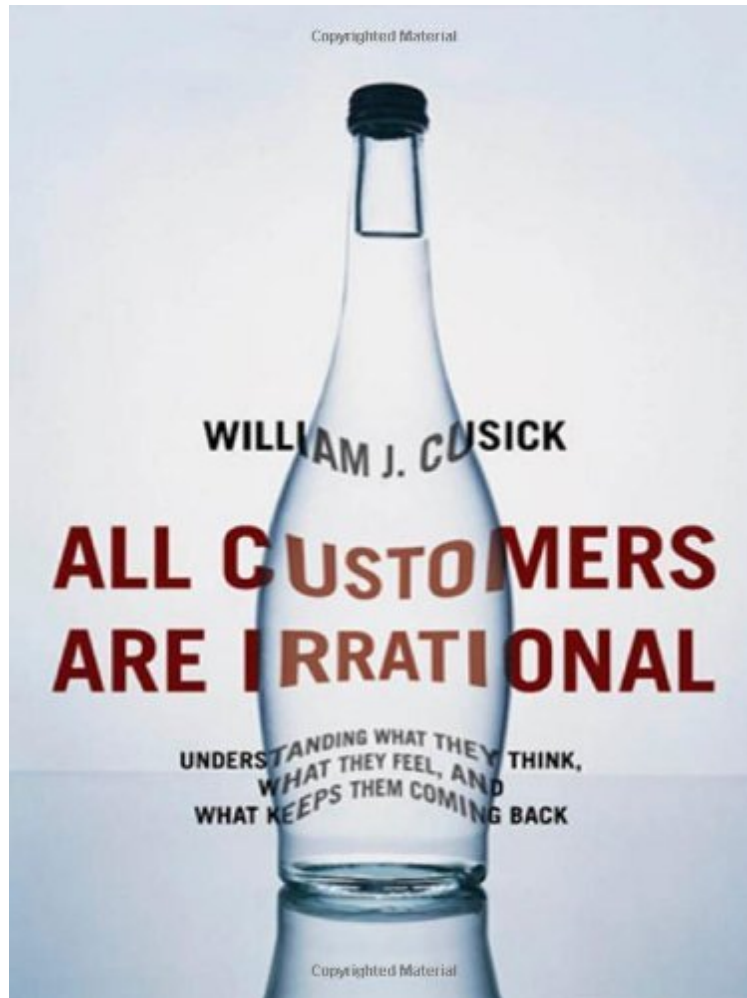


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All Customers Are Irrational: Understanding What They Think, What They Feel, and What Keeps Them Coming Back

William J. Cusick

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William J. Cusick : All Customers Are Irrational: Understanding What They Think, What They Feel, and What Keeps Them Coming Back before purchasing it in order to gauge whether or not it would be worth my time, and all praised All Customers Are Irrational: Understanding What They Think, What They Feel, and What Keeps Them Coming Back:

2 of 3 people found the following review helpful. Plain book about RATIONAL customersBy CustomerThe book is easy to read and somewhat practical. Nothing new. But certainly it is about rational customers making rational (cost/benefit reasoning) choices. It has some value, but the title is huge misnomer. There is no irrational theories or anything of the irrational or subconscious there.12 of 17 people found the following review helpful. This book is a rambling piece of nonsenseBy Mike MannakeeI was first excited when I saw the basic premise that this book offers.

Of course! I thought, this makes sense, customers DO behave irrationally. And this book (I hope) offers some insight as to how to use this to an advantage. Well, that was wrong. Drawing from the work of others who actually did research in this field, Mr Cusick has basically nothing to add. A bibliography of the people he's read would provide more useful content than the entirety of his often aimlessly rambling work. Anything of any substance is work done by others, which I am now interested in reading. His own contribution to the subject is to promote his own company, which does consulting. And not even anything innovative or new. In the first chapter he makes a point in the first few paragraphs. The point is that retaining customers is cheaper and easier than marketing for new ones. Then he spends the rest of the entire chapter repeating himself. And then he continues later in the book to repeat this again. I kept hoping throughout this book that he would expose something of value in terms of how to use the customer's irrational subconscious. Got it, they're irrational. So what do you DO? His best answer to this is to do testing. Well, if you're in marketing and know what you're doing, you're already doing testing. So what? I don't need a book based on other people's research to tell me that. I think he wrote the book to get his name and his company's name out there. To get more clients. It's more of a long-winded pamphlet for his firm than anything with any real substance. Heck, if it were at least funny or engaging I would give it two stars, but even the delivery is dead flat. 3 of 6 people found the following review helpful. A Must-Have for anyone in Retail By Retail Mama Finally, a book that makes sense for retailers. The timing of it is perfect and Mr. Cusick's book has helped me correct my mistakes and focus on how to sell any customer, especially those "looky loos". Thank you for your insight.

As many businesses are discovering, customer behavior doesn't always make sense. That really shouldn't be surprising. As recent studies have shown, people tend to base their decisions on more subconscious, emotional desires than on rational, practical choices. What's more, customers aren't able to tell you accurately why they do what they do. Combining recent research findings with real-world examples from his consulting practice on customer experience, William J. Cusick examines how the subconscious part of the brain drives the decisions and behavior of every customer on a daily basis and introduces the concept of "the irrational customer." All Customers Are Irrational shows why businesses must change their approach to attracting and retaining customers, and proposes ways they can alter their strategies on everything from customer research, product design and website development to call center management, employee recruitment, and retail store layouts, by focusing on what customers are actually doing instead of what they're saying. Honest, direct and insightful, All Customers Are Irrational will help businesses tap into the impulses and motivations that both attract and retain consumers for the long haul.

From Publishers Weekly According to Cusick, CEO of Vox, a customer experience consulting firm, companies that emphasize gaining new customers rather than satisfying their current customers do so to their own detriment. He reveals how a focus on customer retention would significantly reduce marketing and sales costs while dramatically increasing overall profitability. A brief overview of behavioral psychology elucidates seemingly irrational customer behavior and lays out appropriate strategies. Cusick is adamant that the ability to speak to a customer's emotions—best gleaned by direct observation, rather than through surveys or focus groups—is the key to a better business model, and by redefining customer satisfaction, companies can take advantage of the newfound power that consumers hold in sharing their experiences through social networking sites and word-of-mouth. The upbeat tone and detailed examples of companies that get it right—Zappos is a particular favorite—lend much-needed verve to an overworked subject. While Cusick makes his point well, he is repetitive and his advice will be familiar to most readers. (July) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "The upbeat tone and detailed examples of companies that get it right...lend much-needed verve to an overworked subject." -- Publishers Weekly "Read the customer experience transformational book...Your customers will be happier and your business will become much more successful." -- Blog Business World "cogent analyses and insightful observation...there is a lot of common sense applied liberally..." -- Package Design From the Inside Flap Brace yourself for the latest findings in neuroscience research: Your customers are almost completely irrational! In fact, we all are. With 95 percent of the decision-making process actually occurring in the irrational subconscious, we're not making clear-headed, logical choices, and we can't predict what we'll do in the future—which renders many traditional management philosophies obsolete. All Customers Are Irrational will completely transform the way you think about customer relations, and help you dispel outdated assumptions and avoid ineffective strategies. Packed with real-world examples from the author's vast experience studying customer experiences and clear explanations of new findings in brain research, this groundbreaking book shows you how your customers actually perceive the world, process information, and behave. You'll then be able to use that information to connect with your customers on a deep emotional (and yes, irrational) level and keep them loyal for years. Find out how to: • Determine your company's brand promise—a little understood but crucially important concept, distinct from goals and strategies—and craft a new one if yours doesn't appeal on an emotional level. • Capture meaningful information about your customers by analyzing hard data and observing behavior—far more reliable sources of information than the

usual customer-response questionnaire. **•** Walk in your customer's shoes, pinpointing problem areas along the way—whether it's a Web interface that is user unfriendly, an overly scripted calling center, arcane wording on your bills, a poorly designed store layout, or marketing literature that relies too heavily on features and benefits and not enough on how your product or service will make your customers feel. **•** Focus on retaining your customers—a far more profitable option than continually chasing after new customers to make up for the ones who got away. The stakes have never been higher for getting and keeping customers. *All Customers Are Irrational* will help you create powerful emotional experiences that tap into the subconscious of your customers and hook them to your products or services for years to come. **•** William J. Cusick is CEO and founder of Vox, Inc., a successful consulting firm in Chicago that specializes in customer experience. He has worked with many Fortune 500 companies, including Allstate Insurance, Zurich North America, CNA, and 21st Century, as well as many smaller companies. He lives in Oak Park, Illinois.