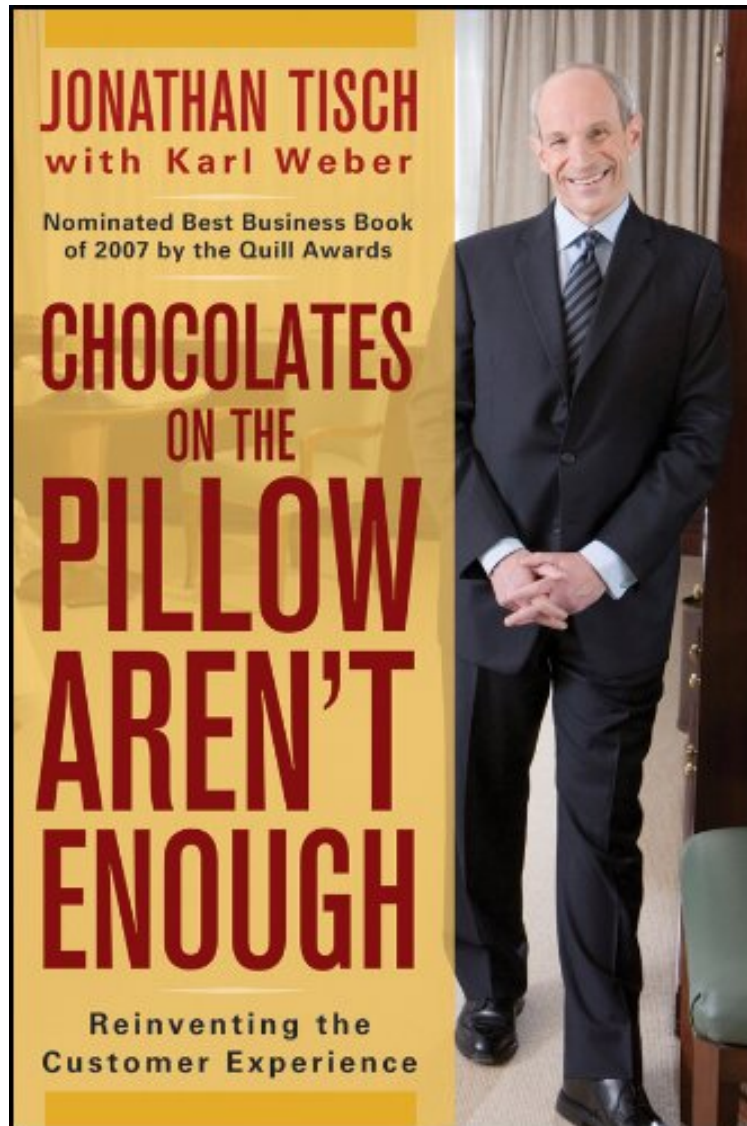


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## Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience

*Jonathan M. Tisch*

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**Jonathan M. Tisch : Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience:

0 of 0 people found the following review helpful. A MUST READ for ANYONE in the business world!!!!By caprezial discovered Jonathan Tisch by accident -- I read an article about him in the WSJ and decided to look him up. I ordered all of his books. In my opinion, this man is a genius and is also perhaps one of few multi-millionaire

businessmen who really has integrity and is devoted to doing GOOD by other people. In this book, his words are insightful and encouraging, to say the least. I am now a Jonathan Tisch FAN (in capital letters!) I highly recommend that EVERYONE should read his books -- especially "Citizen YOU." I cannot rate his books high ENOUGH because they only give me five stars to work with! 3 of 3 people found the following review helpful. Give Your Best, Then A Little Bit More By Thomas M. Loarie Jonathan Tisch's "Chocolates On The Pillow Are Not Enough" is a must read for anyone who is in the business of serving people - whether in the private, the non-profit, or the public sectors. (I have extrapolated the application of Tisch's ideas to organizations that are not commercial enterprises). Tisch translates his years of experience and observation as a hotelier to address both the why and the how of "meeting a challenge that never ends." It is the challenge of creating deeper, richer, more satisfying connections to your organization in today's complex, rapidly changing world. While you can get closure on a number of key management tasks, you can never declare "mission accomplished" when connecting with customers, employees, or donors. Like other relationships in life, a relationship with any stakeholder is a long-lasting, evolving, living entity. Themes and practices in "Chocolates" are drawn from some of the world's smartest and most successful organizations including In-N-Out Burger, McDonalds, Dell, Sephora, Commerce Bank (NJ), Virgin Healthcare, Revolution On-line (Steve Case), Urban Outfitters, Anthropologie, Target, E-Z Pass, 311 phone exchange, Harley Davidson, and EBay. Any reader is bound to find one, two, or three exciting ideas that can be applied immediately in his/her own organization. Tisch adds "Big Aha's" at the end of each chapter summarizing the key thoughts/actions making the book a useful reference. Tisch provides the hotelier's secret (people remember the experience not the attributes), and answers to the question "What happened to my customers?" (in world beset by discord, inequality, hyper-partisan politics, and the threat of terror). He helps us to re-imagine the customer experience and focuses our attention on creating customers who are happy to buy. A most valuable part of the book for all will be the sections on the "The Art of Welcome." This is something most companies (and in particular, non-profits) do not give attention to, whether with customers, new employees, or suppliers. Tisch warns us to pay attention to the decompression zone, where people enter, and THEIR threshold resistance. We must learn to understand what makes people feel welcome, comfortable and relaxed. If we do, they want to buy (the customer), or make a significant contribution (the new employee, supplier, or donor). "Chocolates" highlights why the art of the welcome is crucial to all organizations. And Tisch chides us to give our best, and then, a little bit more. 0 of 0 people found the following review helpful. Easy read, but useless on customer experience By ARMAN KIRIM, PhD This is a good book to read with really lots of cases and examples from current business landscape, even though it contains boring and repetitive cases of Target, Starbucks, Prius, iPod etc. But the problem with it is that as the book progresses, authors begin to forget what they initially claimed they were going to talk about, i.e. customer experiences. The book is a cocktail of every business thing under the sun. You only get a few real customer experience cases. Regarding theory, don't expect to find any as the lead author is obviously a businessman and not a theoretician. So, no theory and no good and sound examples on customer experience management, not even from the 'hospitality' industry where the author comes from. Although it is quite easy to read, the book is totally useless from a learning point of view. So I suggest you should look for other sources on customer experience management rather than buy and/or read this book.

Praise for Chocolates on the Pillow Aren't Enough "Jonathan recognizes that in today's Internet-fed, savvy-consumer world, it is the people-to-people connections, regardless of price point, that differentiate a customer's experience. Gimmicks come and go, but without sincere and caring people delivering the overall experience, from start to finish, well, it's true--chocolates on the pillow are not enough. A great read!" —David Neeleman, founder and CEO, JetBlue Airways Corporation "If you don't work for your customer, you're not doing your job. Who better to turn to for lessons in great customer experiences than Jonathan Tisch? He has long been one of the most respected leaders in travel and hospitality, and when it comes to treating all customers like guests, to put it simply, he gets it. And then some." —Millard S. Drexler, Chairman and CEO, J. Crew Group "What brings customers back to my restaurants? Why do viewers watch my TV show? It's more than Bam! It's delivering a kicked-up customer experience. Tisch is the guy who knows how to do this best. His book gives the inside scoop on how to excite your customers and bring 'em back for more." —Emeril Lagasse "Attention to detail, passion, and dedication are a few of the things that made me successful as an athlete. Jonathan knows that by doing the same in business, you maximize the customer's experience and outscore the competition." —Tiki Barber

From Publishers Weekly According to Tisch, ever-increasing consumer expectations mean that service-based industries have to go beyond the realm of good service to provide an experience that's truly exceptional—and thus, truly memorable. It's a simple premise that needs a rigorous treatment; unfortunately, this effort from Loews Hotels chairman and CEO Tisch (along with business writer Weber) suffers from a lack of ideas and analytical muscle. Tisch (The Power of We) makes some obvious statements, largely pertaining to people's desire for comfort, choice and individualization in their consumer experiences, and then sets about repeating them. The idea that "people want to know that patronizing your business ... won't add to their stress and anxiety....and can offer some respite" gets

hammered home early and often. Practical examples of his techniques come by way of a number of businesses, including Loews hotels; as such, anecdotes can read like press releases (on disregarding the rules: in "Loews Hotels ... every housekeeper, bellman, engineer, and desk clerk knows that he or she is permitted-no, expected-to go outside the standard procedures when necessary...to provide that guest with a moment of unexpected satisfaction and delight"). Tisch's latest has a solid subject and some genuinely useful techniques that get lost in a bloated, redundant text. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "The secret to running a good hotel is making guests feel welcome, providing a memorable experience, and ensuring both physical and psychological security, 24/7. Those principles can be applied to any business trying to attract and keep customers, according to Jonathan Tisch, chief executive of Loews Corp. Hotels, part of the Tisch family business empire created by his uncle Larry and father Robert (both now deceased). With co-author Karl Weber, Mr. Tisch shares tips for forging lasting connections with customers in Chocolates on the Pillow Aren't Enough." (Wall Street Journal) "An insightful primer on crafting your customer experience. I don't care how good you are; there's a tweak or two that you can make to your customer's experience. Let Tisch's stories inspire you to do it a little better." (The Marketing Minute) "In the book, author Tisch gives examples of companies that are 'doing it right' and breaking out from the crowd of competition to offer a memorable customer experience which leads to customer loyalty; a rare commodity in this over crowded commercial world." (Bizinforma) "Jonathan Tisch, chairman and CEO of Loews Hotels, shares valuable lessons about customer service gleaned firsthand from his many years in the challenging hospitality industry. Tisch explains how to exceed expectations of good customer service and provide customers with exemplary and fulfilling experiences to keep them coming back. He offers insights into how to use technology and still keep the human touch, how to master "the art of welcome" and how to address customer concerns about physical and psychological safety. Tisch buttresses his tips and ideas with stories drawn from experiences of companies in several industries." (Fort Worth Star-Telegram) There are a lot of great stories in this book; stories we can all use to become great, not better, at creating meaningful experiences for our customers. And by combining the stories with well-thought strategies and insights, Mr. Tisch has created a winner with Chocolates on the Pillow Aren't Enough." (InBubbleWrap) "This is not a book about hotel guest service. It's a book about building brands, strengthening relationships, customizing the client experience, leveraging technology, and achieving both security and transparency for clients in today's world. Tisch offers examples and lessons from every conceivable industry sector. It's extremely well crafted. Chocolates on the Pillow Aren't Enough is one of those rare books you should not only read for yourself; you should share it with every person in your organization" (Client Service Insights) "Tisch is one smart cookie and this latest book by him is a must read for anyone involved in marketing." (DownWithTyranny!) "Tisch hits the nail on the head in describing the evolving power of ethnic and minority consumers as not only a stateside phenom, but a sign of global change in Chinese, Japanese and Indian markets. It really gives perspective to the number of customers; and preferences; up for grabs." (AdvertisingAge) "Tisch pinpoints the major stresses facing many kinds of business that are making it harder to retain customers:" (USA Today) From the Inside Flap In today's world, organizations of every kind; from for-profit businesses to government agencies and nonprofit groups; are experiencing huge difficulties in attracting and retaining clients. With competition intensifying, consumers becoming more demanding, and old ways of creating loyalty losing their impact, it's no longer enough to offer just a good product or a useful service. Today's consumers are looking for something more; an experience that will truly enrich their lives. As the Chairman and CEO of Loews Hotels and a global leader in the travel and tourism industry, Jonathan Tisch establishes strong and lasting connections with countless customers every day, by providing them with experiences that are unique, memorable, and deeply rewarding. And now, in Chocolates on the Pillow Aren't Enough, he wants to help you do the same. In an appealing and personal style, Tisch; with the help of business writer Karl Weber; distills the important customer relation lessons that he has learned from his successful career in the hospitality industry, and discusses how these lessons can make any organization more customer-centric. Chocolates on the Pillow Aren't Enough will also show you how to improve every customer touch point; understand what customers really want and need; and design organizational structures to meet those needs. These ideas are brought to life through stories of triumphs achieved and challenges faced by organizations ranging from In-N-Out Burger, Commerce Bank, and Urban Outfitters to the Children's Hospital at Montefiore, Santa Fe's Georgia O'Keeffe Museum, and New York City's 311 system. The proven insights that fill these pages will help you: Use technology to create intimate connections with customers; without losing the human touch Find ways to expand your organization's offerings beyond the basic product or service you're known for Recognize your customers' needs for physical and psychological safety, and develop innovative ways to meet those needs Perfect the "art of the welcome," in both physical and virtual spaces Balance the growing demand for transparency with realistic needs for security and confidentiality And much more Blending thought-provoking ideas with down-to-earth advice, this engaging book reveals why creating an intimate, positive, and long-lasting connection with customers is the key to success for the twenty-first-century organization, and illustrates how leaders in any field can accomplish this goal. Entertaining and informative, Chocolates on the Pillow Aren't Enough offers a detailed look at how the right customer

experience can produce long-lasting success for any organization.