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# Surprise!: The Secret to Customer Loyalty in the Service Sector

*Vincent P. Magnini*

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Modern consumers are being bombarded with information from every angle. They can't handle it and, consequently, tune out large portions of the information. Consumers, therefore, often enter service transactions with predetermined mental scripts regarding how they predict the transactions will transpire and are not paying close

attention. In order to gain their full attention, firms must find ways to surprise consumers during transactions; that is, firms must spawn mental script deviations for them. Research indicates that these script deviations can cement consumer loyalty. This book details how to create a surprise culture in a service firm. Because a consumer can only be "surprised" by a given tactic one time and surprise ideas can be copied by competitors, a firm with a culture that generates and implements a constant stream of surprise tactics is one that has the higher edge in achieving success in the modern environment of information overload.