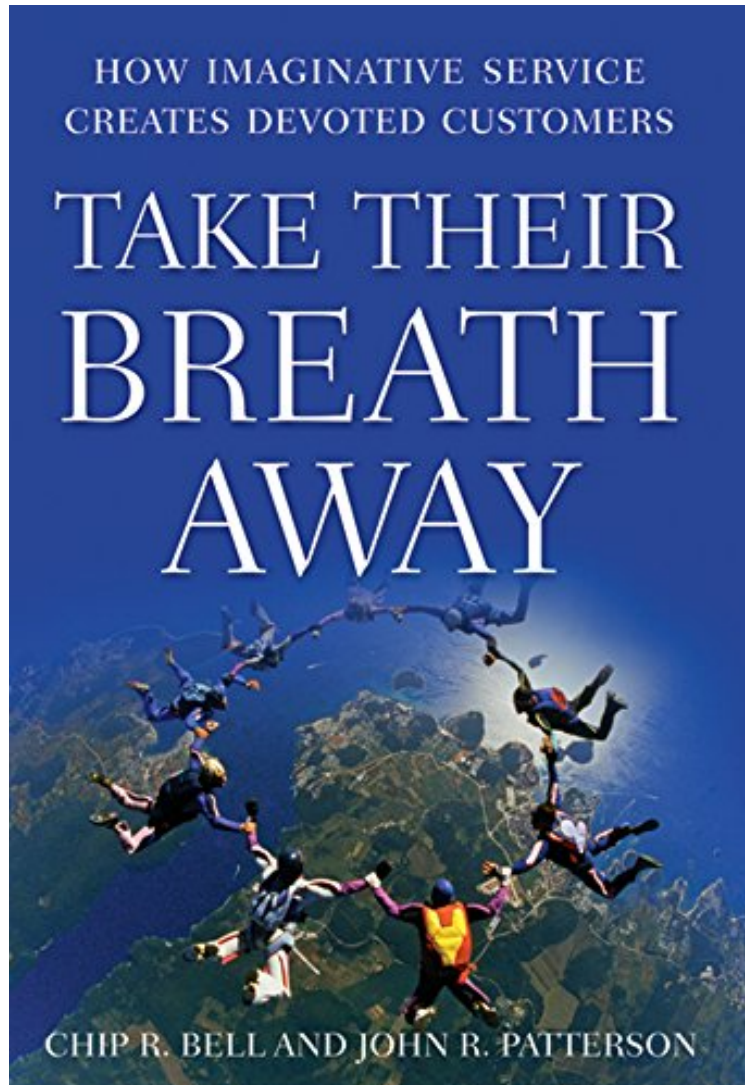


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Take Their Breath Away: How Imaginative Service Creates Devoted Customers

Chip R. Bell, John R. Patterson
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Chip R. Bell, John R. Patterson : Take Their Breath Away: How Imaginative Service Creates Devoted Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised Take Their Breath Away: How Imaginative Service Creates Devoted Customers:

1 of 1 people found the following review helpful. It's All About StrategyBy Jim EstillI recently read Take Their Breath Away: How Imaginative Service Creates Devoted Customers by Chip R. Bell and John R. Patterson.This is a book with a number of short stories about highly successful companies that have been imaginative in their customer service to create a major differentiation.The book starts with twelve different strategies that can take people's breath away.1.

Animation
2. Reinvention
3. Decoration
4. Camouflage
5. Concierge
6. Partnership
7. Cult-Like
8. Luxury
9. Air
10. Air Defense
11. Scout's Honor
12. Firefighter

Animation is having the positive attitude that is somewhat unusual in dealing with customers. The following spirit of greatness pledge sums it up. "I promise to be in charge of my attitude each and every day, to let no one affect that attitude at any time, and to be a contagious spirit of greatness-- 24/7, 365 days a year!" Under reinvention, Andy Grove sums this up. "Breakthroughs come from an instinctive judgement of what customers might want if they knew to think about it" Decoration is simply setting yourself apart by having better window designs, layout, unique surroundings, logos, business cards, etc. A list of the following are: -Theme-Sense-Simple Sense-Comfort-Function I'm not going to elaborate on these, you'll have to read the book to get that. The book uses a series of vignettes about real people, real businesses that have set themselves apart by uniqueness in customer service. What I like about the theory is that many of the uniquenesses don't seem to cost much but do help differentiate the business. It also reinforced focus. Often one service differentiator was all it took.

2 of 2 people found the following review helpful. Put this book in your flight bag
By Ronald D. Morgan
Messrs. Bell and Patterson bring insights, passion and clear writing to their book. While many of the examples are drawn from the world of retail service, their explication of strategies for creating a powerful "story" and client experience is just as relevant to (and perhaps more needed by) professional service firms, not-for-profit programs, and yes even government agencies. I happened to read this book at the same time I was reading Jim Collins' "How the Mighty Fall," two very different examinations of organizational performance. The Collins book is a well-crafted head trip; Messrs. Bell and Patterson draw us in emotionally to rethink how we can engage clients and stakeholders in the telling/acting out of our enterprise story. There are a lot of management books out there, this one will go into my flight bag to be shared with consulting clients who are trying to reconnect their enterprise's raison d'etre with current customers, stakeholders and staff.

Ron Morgan
2 of 3 people found the following review helpful. If passionately devoted customers are of any interest to you, you need to buy this book today!
By Tom Connellan
As an avid reader of books on customer loyalty, I can say without reservation that this is not only the most comprehensive description of what you have to do to hold onto your customers in today's market, but it is also a handbook of what you have to do to have those same customers dragging their friends over to also do business with you. While I agree with all the other reviewers so far, I must also observe that their reviews fall short of the mark. Not because those reviews are inaccurate, but simply because they don't go far enough. The book is indeed worth your time to read as one reviewer said. It is fresh and novel and packed with insight as another said. And it is definitely a great read. And the reviewer who predicted that "it will be one of the most well-worn companions on your bookshelf and one book that you will consistently recommend to others" was right on the mark with that prediction. But none of those reviews capture the full impact this book can have on you and your business because no review - including this one - can capture the full impact because of the richness of the detail, the exquisite blending of theory and practice, the pragmatic and imminently actionable ideas, the strength of the authors' suggestions, and the obvious depth of their knowledge. That can only be fully comprehended when you have the book in your hands. And the only way to do that is to buy *Take Their Breath Away* for yourself. Now, when you do that, you'll probably agree that it's one of those things you can't fully describe to someone else who hasn't already experienced it. Buy it today and start reading it the moment it arrives!

Praise for *Take Their Breath Away* "Are you bored? We're so spoiled that when something is merely good enough, we just walk away. Chip and John explain that the surefire method for growth and customer loyalty is simple: don't be boring." —Seth Godin, author of *Purple Cow* and *Tribes* "Take Their Breath Away shows how legendary customer service delivery can win and keep devoted customers for life. I LUV this fantastic book." —Colleen Barrett, President Emeritus, Southwest Airlines Company "No one knows more about creating profit through service than Chip and John. If you want to know the best way to do it, read *Take Their Breath Away*. The examples in this book will certainly start your creative juices flowing and help your organization take your customers' breath away." —Howard Behar, former president, Starbucks Coffee International.

From the Inside Flap
Unless you have a patent on the rocket car or the secret formula for chewing gum that makes you smarter, you probably haven't cornered the market on the products or services you provide. In fact, no matter what kind of product or service you sell, there's probably someone else trying to sell it faster and cheaper. In order to get ahead and stay ahead, you have to keep customers coming back by giving them something they can't get anywhere else. *Take Their Breath Away* shows you how to create exuberantly devoted customers by providing peerless, mind-blowing customer experiences that leave them stunned. Like casting a magic spell, inventive customer experiences transform people from simple buyers into faithful brand advocates. In an era when value-added has gotten way too expensive, value-unique can provide a fresh approach to getting bottom-line impact. Using real examples, this provocative guide shows you how the best brands create unique, customer-endearing practices that lead to irrational loyalty. The book reveals twelve amazing and imaginative strategies, explaining how they work and how to implement them. Whether you operate a giant corporation, a small business, or the department down the hall, these strategies will amaze you and surprise customers. There is a huge difference between good customers and those who are truly,

passionately devoted to a brand or organization. The kind of customers you really want are those who forgive your brand when it makes mistakes, recommend your business to everyone else, and defend it when others are critical. Those aren't just customers; those are devoted followers-and they can make all the difference between chasing after your competitors or leaving them in the dust. *Take Their Breath Away* gives you the inspiration, practical strategies, and creative ideas to enchant, surprise, and treat your customers to something more than just an encounter. Learn to take your customers' breath away and they'll take your brand to heart.

About the Author Chip R. Bell is founder and Senior Partner of The Chip Bell Group, a consulting firm that helps organizations create sustainable long-term customer devotion. He has served as a consultant or trainer to such major brands as Ritz-Carlton, the USAA, Hertz, Microsoft, and GE. John R. Patterson is founder and President of Progressive Insights, a Chip Bell Group alliance partner. With more than twenty years of leadership experience, his consulting practice focuses on helping organizations create and sustain incredible customer experiences.