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improve service, reduce costs, and ultimately generate the elusive loyalty that the 'dazzle factor' fails to deliver.

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way delivering robust data, shocking insights and profiles of companies that are already using the principles revealed by CEB's research, with great results.

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provides solid research supporting the pursuit of reducing customer effort as a way to drive loyalty. Much of the research and advice is focused on customer service, although reducing customer effort applies more broadly than that (as at least one

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for Customer Loyalty: Authors: Matthew Dixon, Nicholas Toman, Nick Toman, Rick DeLisi: Edition: illustrated: Publisher: Portfolio Penguin, 2013: ISBN: 024100330X, 9780241003305: Length: 237 pages : Export Citation: BiBTeX EndNote RefMan

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“Companies told us that they try to delight customers because they believe there are significant

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Conquering The New
Economic gains to be made by exceeding the service expectations of their customers,” says Nick Toman, Group Vice President, Gartner and co-author with Matthew Dixon and Rick Delisi, Principle Executive Advisor, Gartner of The Effortless

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Experience, Conquering the New Battleground for Customer Loyalty (Portfolio/Penguin, 2013).

Effortless Experience Explained - Smarter With Gartner

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Conquering the New Battleground for Customer Loyalty Matt Dixon
Executive Director, CEB ... THE EFFORTLESS EXPERIENCE
Low Effort High Effort 1% 81% Low Effort High Effort 88% 4% Low Effort High Effort Repurchase 94% 4% Source: CEB analysis.

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Conquering the New Battleground for Customer Loyalty Matt Dixon
Group Leader, CEB © 2013 The Corporate Executive Board Company.

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knows that the best way to create customer loyalty is with service so good, so over the top, that it surprises and delights. But what if everyone is wrong? In their acclaimed bestseller *The Challenger Sale*, Matthew Dixon and his colleagues at CEB busted

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