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has become the norm, so when you make just minimal effort at building customer loyalty, your business will literally stick out like a sore thumb.

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Satisfaction is worthless, loyalty is priceless: 5 keys for loyal customers. By. Donna Peeples. -. April 15, 2016. 1. 7,023 views. Tweet. Customer loyalty is built upon consistently positive, high-value experiences with a brand, often exceeding customer expectations.

Satisfaction is worthless, loyalty is priceless: 5 keys ...

Book Review: Customer Satisfaction is Worthless, Customer Loyalty Is Priceless. We all say that we love our customers and always do the best we can for them. Of course we do! Our [customer satisfaction] scores are high! Jeffrey Gitomer's customer service manifesto Customer Satisfaction is Worthless, Customer Loyalty Is Priceless teaches exactly why the [satisfaction] mindset is a lie and why customer loyalty is what matters to your long-term business success.

Book Review: Customer Satisfaction is Worthless, Customer ...

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A TCI Book Review. Customer Satisfaction is WORTHLESS: Customer Loyalty is Priceless. Jeffrey Gitomer. Bard Press, Austin, Texas, 1998, ISBN 1-885167-30-X. Subtitled "How to make customers love you, keep them coming back, and tell everyone they know", Gitomer's book holds that traditional customer satisfaction measures are essentially meaningless.

Customer Satisfaction is WORTHLESS, Customer Loyalty is ...

Most companies mistakenly measure customer satisfaction ratings instead of customer loyalty. Satisfaction ratings may be as high as 97%, but that still means that 3% of your customers are free agents in the marketplace. They will shop anywhere. They may be satisfied, but that does not mean they are loyal.

Customer Satisfaction Is Worthless, Customer Loyalty Is ...

Customer Satisfaction is Worthless November 23, 2011 - By Flavio Martins. Customer Satisfaction and anything related to "satisfaction" is terrible. It drives me nuts! How about you post a sign saying: "Ok folks! Let's go for mediocre today."

Customer Satisfaction is Worthless

Customer Satisfaction is Worthless, Customer Loyalty is Priceless - AUTOGRAPHED. \$ 30.00. Quantity. A timeless classic about the value of a loyal customer.

Customer Satisfaction is Worthless, Customer Loyalty is ...

Sales guru Jeffrey Gitomer's book, CUSTOMER SATISFACTION IS WORTHLESS:

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CUSTOMER LOYALTY IS PRICELESS, details these and many other differences that are critical to your business. The beautiful thing about it is, mediocre, or even less than mediocre has become the norm, so when you make just minimal effort at building customer loyalty, your business will literally stick out like a sore thumb.

Customer Satisfaction Is Worthless, Customer Loyalty Is ...

satisfaction is worthless whereas Customer loyalty is priceless 5. Businesses should focus their efforts on creating loyal customers that are sticky and not easily

(PDF) Customer Needs and Customer Satisfaction

Here's Why Customer Satisfaction Is WORTHLESS. Written by Sean McPheat |. I've just finished reading Jeff Gitomer's book "Customer Satisfaction is Worthless, Customer Loyalty is Priceless" and I'd really recommend you get a copy if you're in customer service. It offers some interesting insights into service and some great stories that resonate in many areas.

Here's Why Customer Satisfaction Is WORTHLESS - MTD Sales ...

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Customer Satisfaction is Worthless is a book I look at often and reference in conversations

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with business owners, marketing professionals, and those involved in strategic planning for organizations. I wouldn't go so far as to call this the 'bible', but it's a book you must read if you're looking to grow a customer service based business.

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Love You, Keep Them Coming Back and Tell Everyone They Know by Jeffery Gitomer (1998-06-12) on Amazon.com.au. *FREE* shipping on eligible orders. Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know by Jeffery ...

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