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## **Customer Satisfaction is WORTHLESS, Customer Loyalty is ...**

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.” I mean, how terrible is that? After a customer experience, do you really want your customer to go away thinking “Hmmm, I was satisfied.” No way. Satisfaction is an ...

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

There’s a riff that goes like this: “Customer satisfaction is useless. Only customer delight matters.” This may unworkable in the real world, yet in the world of customer service thought ...

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### **Customer Loyalty is ...**

Customer satisfaction is worthless, customer loyalty is priceless Item Preview remove-circle ... Customer satisfaction is worthless, customer loyalty is priceless by Jeffrey H. Gitomer. Publication date 1998 Topics ... Internet Archive Books. Scanned in China.

### **Customer Satisfaction Is Worthless**

### **Customer Loyalty Is ...**

Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know 4.1 out of 5 based on 0 ratings. 10 reviews. Guest

### **Customer Satisfaction is Worthless - Cyrious**

To longtime sales and customer-service pro Jeffrey Gitomer, boasting about a near-

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perfect customer-satisfaction rating of 97.5 percent is a major mistake. "That means 2.5 percent of your customers are mad and they're telling everyone. And 97.5 percent of your customers will shop anyplace the next time they go to market for your product or service."

## **Customer Satisfaction Surveys Are (Still) Useless ...**

Customer satisfaction assessment was heralded some time ago as the obvious solution to the need for more meaningful customer measures. Satisfaction, it was claimed, provides insight into the reasons why customers behave as they do and is not merely a reflection of repeated behavior that may have been earned -- or "purchased" -- by the company.

## **Amazon.com: Customer Satisfaction is Worthless Customer ...**

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Find many great new & used options and get the best deals for Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless : How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know by Jeffrey Gitomer (1998, Hardcover) at the best online prices at eBay! Free shipping for many products!

## **Are Your Customer Satisfaction Surveys Dissatisfying ...**

Customer Satisfaction Surveys Are (Still) Useless By Dave Sutton | October 4, 2017  
If you're relying on traditional customer satisfaction research to track and improve your business performance, it's almost guaranteed that you will not learn enough to make meaningful changes that will impact your bottom line.

## **Customer Satisfaction Is Worthless,**

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## Customer Loyalty Is ...

customer satisfaction is worthless:

"Satisfaction is no longer the acceptable standard of customer service. Satisfaction is no longer the acceptable measure of customer service success. The standard and measure of success for the next millennium is loyal customers."

## Customer Satisfaction Is Worthless, Customer Loyalty Is ...

Customer Satisfaction is Worthless isn't your ordinary customer service book and that is why I recommend it as keeper. For example, it would be good to pick up the book and flip to the page that reminds us to address every customer, in your mind, as Grandma at the end of your sentence with every customer interaction.

## Customer Satisfaction Is Worthless, Customer Loyalty Is ...

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Satisfaction is worthless, loyalty is priceless: 5 keys for loyal customers. By. Donna Peeples ... Here are my top tips for moving beyond satisfaction and harnessing the power of loyalty for your business. ... such as customer service agents and your communications team to make better decisions for customers by focusing on customer satisfaction ...

## **Customer Satisfaction Is Worthless Customer**

Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know [Jeffery Gitomer] on Amazon.com. \*FREE\* shipping on qualifying offers. Nationally syndicated columnist and sales trainer, Jeffrey Gitomer shows you how to convert satisfied customers into loyal



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## **Is Customer Satisfaction Useless? (Let's Ask Apple And ...**

A timeless classic about the value of a loyal customer. Why measure satisfaction when all that counts is loyalty? Product Description Here are Jeffrey Gitomer's 3.5 compelling reasons why you and every employee in your company must own this book, must read this book, and must act on the principles of this book: 1. It con

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Access a free summary of Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless, by Jeffrey Gitomer and 20,000 other business, leadership and nonfiction books on getAbstract.

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## **Customer Loyalty Is ...**

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

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

Buy a Copy – Customer Satisfaction is Worthless, Customer Loyalty Is Priceless is a must-read for your business. If you interact with customers in any way (which odds are you do), you need to read this book. Buy Customer Satisfaction is Worthless, Customer Loyalty Is Priceless on [Amazon.com](https://www.amazon.com).

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

Customer Satisfaction is Worthless

Customer Loyalty is Priceless: How to make customers love you, keep them coming back, and tell everyone they know - Kindle edition by Jeffrey Gitomer.

Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Customer Satisfaction is Worthless Customer Loyalty is ...

### **Customer satisfaction is worthless, customer loyalty is ...**

Customer satisfaction is not an end-all-be-all approach to customer experience measurement, but it is a crucial piece of brand maintenance and customer relationship management. Individual interactions carry a lot of weight with your

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## **Customer Satisfaction is Worthless**

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.

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