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Jeanne Bliss

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"I LOVE YOU MORE THAN MY DOG"

**Five Decisions That Drive
Extreme Customer Loyalty
in Good Times and Bad**

JEANNE BLISS

Afterword by
TONY HSIEH, CEO, Zappos.com



"I believe in this book!"
-COLLEEN BARRETT, president
emeritus, Southwest Airlines
(from the Foreword)

UPDATED:
HOW BELOVED
COMPANIES GREW IN
THE RECESSION!

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Jeanne Bliss : quot;I Love You More Than My Dogquot;; Five Decisions That Drive Extreme Customer Loyalty in Good Times and Bad before purchasing it in order to gage whether or not it would be worth my time, and all praised quot;I Love You More Than My Dogquot;; Five Decisions That Drive Extreme Customer Loyalty in Good Times and Bad:

2 of 2 people found the following review helpful. The Five Decisions Made by Beloved Companies! By O. Halabieh Below are key excerpts summarizing the main concepts advanced by the book: 1- "Your decisions reveal who you are and what you value... When you make a decision, it results in an action. And the accumulation of those decisions and actions become how people describe you and think of you. It becomes your "story." 2- "The Five Decisions Made by Beloved Companies: DECISION 1: Beloved Companies Decide to Believe. DECISION 2: Beloved Companies Decide with Clarity of Purpose. DECISION 3: Beloved Companies Decide to Be Real. DECISION 4: Beloved Companies Decide to Be There. DECISION 5: Beloved Companies Decide to Say Sorry." 3- "Companies have been able to suspend the cynicism. They have diminished the rules. And instead, they have decided to believe: in the good judgment of the people they hire. that trust is reciprocated between companies and their customers. in the honesty and integrity of their customers. that honoring the intelligence of employees grows their business." 4- "Decide with clarity of purpose... Beloved companies take the time to be clear about what their unique promise is for their customers' lives. They use this clarity when they make decisions so they align to this purpose, to this promise. Clarity of purpose guides choices and unites the organization. It elevates people's work from executing tasks to delivering experiences customers will want to repeat and tell others about." 5- "Decide to be real... Beloved companies establish lasting bonds with customers--by deciding to blend their personalities with their business decisions. In the beloved companies: Leaders blend who they are as people with how they lead. Business decisions combine purpose and passion. Leaders give employees behaviors to model and permission to be 'real.' Relationships are between people who share the same values." 6- "Decide to be there... companies were able to reach uncommon decisions that connected them with customers because they: Imagined their customers' lives. Were clear on their purpose for delivering a solution to their lives. Built their experience from the customers' point of view. Executed with operational reliability." 7- "Decide to say sorry... Aaron Lazare, author of On Apology, says, "The apology is a powerful and constructive form of conflict resolution, embedded, in modified form, in religion and the judicial system. It is a method of social hearing that as grown in importance as our way of living together on our planet undergoes radical change." Moral of the story: a good apology trumps the legal system. As long as the apology is sincere and the effort to make amends is genuine... Your apology must: Be genuine. Restore confidence in being associated with you. Honor those harmed. Explain and work to resolve the problem. Be delivered swiftly and with humility." 8- "Beloved companies shed their fancy packaging and break down the barriers of " big company, little customer." The relationship is between people who share the same values and revel in each other's foibles, quirks, and spirit. And that's what draws them to each other. Beloved companies decide to create a safe place where the personality and creativity of people come through. It makes them beloved to customers who gravitate to their particular brand of humanity." 2 of 2 people found the following review helpful. very powerful; applicable to large businesses and small By Daniel Ginensky (Review Update, Sept 2012): The author of this book responded to my review (below) via email. She explained in detail what she intended this book to accomplish, and provided me with some complimentary material. I very much admire her commitment to customer satisfaction. She not only talks the talk, she walks the walk. This book is intended to show what can and should be done in large corporate settings. As such, I believe this book, in its entirety, is both valid and valuable. I originally read this book with an eye towards starting a small business. My review below summarizes the value of this excellent book in a small business setting.----- (Original Review) The ideas described in this book are priceless. I learned valuable lessons, which is high praise for any business book. This is a short book: about 75 pages of narrative, and 125 pages of case studies. Still, I found it tedious due to incessant repetition of simple ideas. A few of the case studies were inspiring, but the vast majority were breathless exhortations to throw all reasonable caution to the wind. SYNOPSIS OF THE BOOK The central idea presented is that our decisions express who we are, so for a business to succeed every decision has to be an expression of our commitment to our customers. We are then presented with five categories of decisions: 1) Decide to Believe 2) Decide with Clarity of Purpose 3) Decide to Be Real 4) Decide to Be There 5) Decide to Say Sorry. Each decision is explained, then a series of 1 page case studies illustrate how successful businesses made their decisions. CRITIQUE OF THE DECISION CATEGORIES I found the first decision, "Decide to Believe", very powerful. The rest were already so similar that they lacked punch. I frankly was not able to understand what "Decide to be Real" and "Decide to Be There" even means. "Decide to Say Sorry" is self-explanatory, yet it got a whole chapter. SUMMARY The central message, that every decision should reflect our commitment to our customers, is very powerful. It is a lesson I use every day. On the other hand, much of the book was filler. This could easily have been a feature article instead of a book. It should also be noted that the book lacks implementation specifics. The author helpfully directs you to her web site, which sells consulting services and downloadable implementation guides. So buying the book is only the first step in learning her system. Having said that, the author illuminated a strategic aspect of business building. I do not regret buying this book. 1 of 1 people found the following review helpful. ... matter the product or service) to see how to better serve each person they come in to contact with By Stephen Archer Jeanne Bliss has a gift to be able to help any company (no matter the product or service) to see how to better serve each person they come in to contact with. This book was an easy read, but don't let that fool you. It challenged me to look differently at the way I approach my customers and my employees. The culture

of my business has changed to one that is consistently posting better customer scores.

Hundreds of businesses have customers who admire them, but only an elite few have true advocates—passionate, loyal, vocal fans—who rave about them to anyone who will listen. Jeanne Bliss, who served as a senior customer executive at five major companies, says there's no shortcut to becoming beloved—you can't hire a fancy marketing firm to get there. You earn it by how you decide to run your business—as Wegman's and Harley-Davidson have for decades and as relatively new companies like Zipcar and Zappos are doing right now. After studying and working with dozens of beloved companies, Bliss has identified five key decisions that lead to customer devotion: 1. Decide to believe; 2. Decide with clarity of purpose; 3. Decide to be real; 4. Decide to be there; 5. Decide to say "sorry." Her examples and advice will help readers sustain growth and profit even in a tough economy.

"If you are dedicated to a cause that you feel could make the world or a town or an organization or even yourself a better place/person and want some commonsense, practical approaches as to what causes people to believe in you and to want to tell your story, then I Love You More Than My Dog is a MUST READ!" - Colleen Barrett, president emeritus, Southwest Airlines (from the Foreword) "If you want to be a business that is defined by not only how many new customers you acquire, but also the number you keep and how passionately they help spread the word, then I highly recommend reading this book!" -Tony Hsieh, CEO, Zappos.com "Jeanne Bliss has written the right book at the right time. She identifies the key decisions that lead to great customer experiences. I recommend that all executives interested in customer experience read this book, and pass it on inside their company." -Bruce D. Temkin , VP principal analyst, Customer Experience, Forrester Research, Inc. "Now more than ever, successful companies must have a deep-rooted passion for and commitment to delivering the utmost in customer service—there's no other option if you want to stay afloat in this day and age. Adopting Jeanne's five decisions will ensure your customers 'do a little dance' every time they interact with your brand." -Kip Tindell, chairman and CEO, The Container Store "I simply love Jeanne Bliss' book. You must read it if you have made business decisions to 'hug' or 'love' your people and customers. Her five simple, insightful steps will ensure you and your team extraordinary, superior customer service. She skillfully writes a fun, easy-to-read book that should become a new bible in this field." -Jack Mitchell, CEO Mitchells / Richards / Marshs and author of Hug Your Customers and Hug Your People. "I know you're reading these endorsements to see if you should buy this book. I say buy it! But most importantly, apply this book, and you too can become what Jeanne calls 'a beloved company,' one in which employees and customers alike love." -John Christensen, co-author of Fish! CEO, ChartHouse Learning, Home of the Fish! Philosophy "If you are dedicated to a cause that you feel could make the world or a town or an organization or even yourself a better place/person and want some commonsense, practical approaches as to what causes people to believe in you and to want to tell your story, then I Love You More Than My Dog is a MUST READ!" - Colleen Barrett, president emeritus, Southwest Airlines (from the Foreword) "If you want to be a business that is defined by not only how many new customers you acquire, but also the number you keep and how passionately they help spread the word, then I highly recommend reading this book!" -Tony Hsieh, CEO, Zappos.com "Jeanne Bliss has written the right book at the right time. She identifies the key decisions that lead to great customer experiences. I recommend that all executives interested in customer experience read this book, and pass it on inside their company." -Bruce D. Temkin , VP principal analyst, Customer Experience, Forrester Research, Inc. "Now more than ever, successful companies must have a deep-rooted passion for and commitment to delivering the utmost in customer service—there's no other option if you want to stay afloat in this day and age. Adopting Jeanne's five decisions will ensure your customers 'do a little dance' every time they interact with your brand." -Kip Tindell, chairman and CEO, The Container Store "I simply love Jeanne Bliss' book. You must read it if you have made business decisions to 'hug' or 'love' your people and customers. Her five simple, insightful steps will ensure you and your team extraordinary, superior customer service. She skillfully writes a fun, easy-to-read book that should become a new bible in this field." -Jack Mitchell, CEO Mitchells / Richards / Marshs and author of Hug Your Customers and Hug Your People. "I know you're reading these endorsements to see if you should buy this book. I say buy it! But most importantly, apply this book, and you too can become what Jeanne calls 'a beloved company,' one in which employees and customers alike love." -John Christensen, co-author of Fish! CEO, ChartHouse Learning, Home of the Fish! Philosophy About the Author Jeanne Bliss began her career at Lands' End as a customer service pioneer and went on to serve as the chief customer executive at Allstate, Microsoft, and other companies. She is now the president of CustomerBliss, with clients such as AAA, Johnson Johnson, and Symantec.