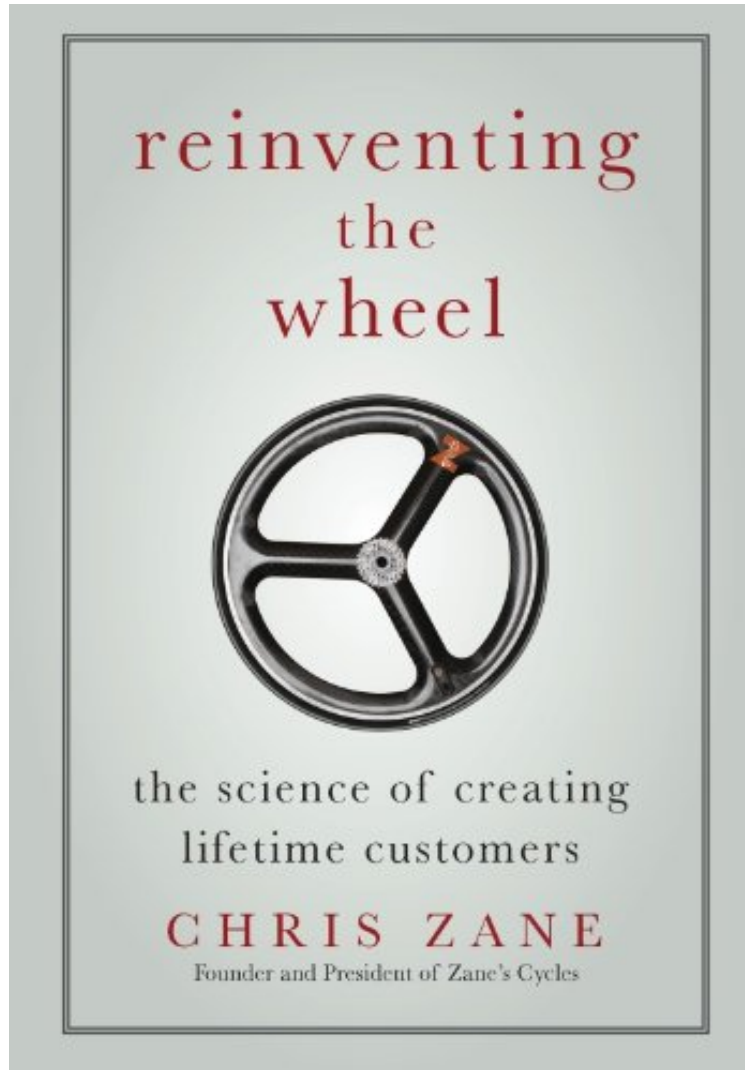


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Reinventing the Wheel: The Science of Creating Lifetime Customers

Chris Zane

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Chris Zane : Reinventing the Wheel: The Science of Creating Lifetime Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised Reinventing the Wheel: The Science of Creating Lifetime Customers:

0 of 0 people found the following review helpful. Pretty good ideas about bike retailing + a little pufferyBy John RockeyI've worked in bike shops and sporting goods stores. I'm my humble opinion, the integrity of a shop is closely tied to its gross margin. Anyone can go after low margin volume and it's tempting, but staying focused on value means NOT giving product away just to injure a specific competitor (as Chris seemed to be proud of doing).Nonetheless, there are a lot of good ideas and principles to be found in this book. I got a lot out of it, and I appreciate the insight.As always, the proof is on the pudding. Good ideas are only good if people (not the cherry picked anecdotes in the book)

routinely have positive experiences. The book sets the bar very high. I would love to visit Zane's one day to see if reality meets fantasy. 4 of 5 people found the following review helpful. Helpful insight to customer experience
By Brandon Allen
This book is a great reminder and provides great insight for business people on how important creating an outstanding customer service experience is. While the one negative review that I saw on this book focused on the fact that the author does talk about himself a lot, the reality is the book is about his business so that should be expected. Some of the client experience essentials I was reminded of was:-Calculating your lifetime value of your customer.-Stay true to your business.-Make the experience easy for your employees to execute.-The importance of deep relationships with not only clients but vendors and employees as well. The insight isn't overt like other business books you have to pick the insight out of the author's stories and see how they apply. I would recommend this book to any business owner or manager. 1 of 1 people found the following review helpful. Five Stars
By Dave Haney
Great product and delivery!

When Chris Zane bought his bicycle shop at age 16, his business struggled until he discovered the secret that catapulted his store into one of the largest in the country. His secret? Provide unbelievable, over the top, excessively generous customer service. Chris Zane isn't a management consultant or professor preaching a theory of customer service; he's a hands-on entrepreneur whose customer service approach has yielded enormous success. Zane has become a business celebrity, including being featured in the most recent round of American Express television ads. Featured in the New York Times and in Associated Press articles and bestowed numerous awards for its unique business practices and outstanding customer relations, Zane's Cycles has produced ideas thought by many to be pie-in-the-sky. But these counterintuitive concepts have proven to be hard-headed and effective. For example, Zane's offers a trade-in program for families who can turn in bicycles their kids have outgrown for a 100 percent credit toward new ones. Initially thought impossibly generous, this program has proven to be good business. Experience and a clear understanding of the lifetime value of a customer makes this program, and many others Zane implements, work. In *Reinventing the Wheel*, commonly overlooked elements that make a business exceptional are revealed. Zane produces a case study unlike any other one that shows the importance of investing in customers and employees and how businesses are really selling experiences, not products. His philosophies and tried-and-true methods of guerilla marketing will show entrepreneurs and business owners how to knock out the competition while thriving in any kind of economy and doing good for the community along the way.

Chris' practical approach for balancing the art and science of service delivers exceptional customer experience. This book is a must-read for anyone seeking to maximize the value of lifelong customer relationships.
Cody Phipps, President and COO, United Stationers Inc. Chris Zane's *Reinventing the Wheel* provides insights, proven practices, and anecdotal customer experience vignettes that demonstrate success by having a relentless focus on the Lifetime Value of the Customer. With an ever-increasing competitive market, where products and services are easily commoditized, Chris offers pragmatic approaches to consistently providing the best customer service experience resulting in improved loyalty and brand recognition.
Joe M. Shaheen, Director-General Manager, The Boeing Service Company
Reinventing the Wheel is a must and easy read...from a genuine real-life, world-class entrepreneur...who hugs and embraces each customer and turns each one into a client for LIFE! Chris openly shares all his secrets of success love his stories a gem in every one of them. Anyone who believes that customer service is central to their business culture needs to read this book!
Jack Mitchell, President, Mitchells/Richards/Marsh and author of *Hug Your Customers*
The first time I heard Chris Zane speak about customer service and creating lifetime customers, it changed my thinking forever. Get ready for a similar experience as you read this book.
Steve Church, Senior Vice President, Chief Business Development and Process Officer, Avnet, Inc. Chris Zane's bold and practical approach to cultivating lifetime customers holds valuable lessons for businesses large and small. Through a series of engaging stories, Chris shares his recipe for experiences that offer more than what customers expect. And he shows us how to build deep emotional bonds, even in the face of material price premiums. A fascinating read and an excellent testament to the power of customer centricity and unconditional service guarantees!
Julie Moll, SVP, Global Brand Strategy and Research, Marriott International
Blend an unrivaled entrepreneurial spirit, a passion for delivering quality service, a highly creative mind, and a big dose of street smarts, and what you get is Chris Zane. *Reinventing the Wheel* is a marvelous book that will teach you and inspire you.
Leonard Berry, marketing professor and author of *Management Lessons from Mayo Clinic*
Zane's relentless pursuit of building life-long customers by reinventing the wheel is truly inspiring. Watch out bike dealers of America - Zane's may be coming to your town next!
Robert Zollars, Chairman CEO, Vocera Communications, Inc. *Reinventing the Wheel* is an inspirational story of how to look beyond the horizon of instant rewards in order to plant the seeds of deep brand loyalty and customer lifetime relationships.
Kim Gravell, VP, Innovation Strategy Management, Cardinal Health Supply Solutions
Reinventing the Wheel tells a story of linking extraordinary service to value for the customers, the Zane's employees, the communities it touches, and ultimately the culture and success of his business. It is hard to read the account of Zane's service journey without

stimulating ideas for my business and my life."Chris Melocik, Senior Vice President, Integration Process Improvement, Republic Services, Inc. "Chris Zane, a hands-on entrepreneur, brings novel next practices to life and also demonstrates how to execute practices that others have only talked or written about. More than a case study, this book is a must-read for entrepreneurs, managers, marketers, and others wanting to grow their business through non conventional and truly innovative investments in customers." Stephen Brown, PhD, Professor and Executive Director, Center for Services Leadership, W. P. Carey School of Business, Arizona State University What is an archetype? Chris Zane's Reinventing the Wheel provides a step by step business success roadmap for readers that will educate both the neophyte and the seasoned entrepreneur. His objective in this book is to share with the reader his secrets behind the Science of Creating Lifetime Customers. The title and age-old phrase "Reinventing the Wheel" might seem like a cliché to some, but in my estimation Chris's book is bound to become an archetype and ideal example of the how to do it for long-term customer-relationship building in any business. In writing this book, Chris taps his years of experience from his first bike shop in his teenage years up until today, where he has built a nationally recognized retail operation and distribution system used by some of America's largest corporate organizations. He transitions from teaching you how to define your business to determining your strategy for a winning proposition to focusing on continuing improvement once your business model is working. I have known of Chris and his achievements for years, yet this book was a joy for me to read and to learn from, advancing through each page on the Kindle with an anticipation and an appetite for more. His combination of simple talk and sensible explanation, combined with true-life stories, makes his first book a simple read. I will keep Chris's Reinventing the Wheel on my desktop for my personal reference and to lend out to our company's future brand builders."Jim Issler, President and CEO of H.H. Brown (a Berkshire Hathaway company)