Your Customer Rules!: Delivering the Me2B Experiences That Today's Customers Demand

Bill Price, David Jaffe
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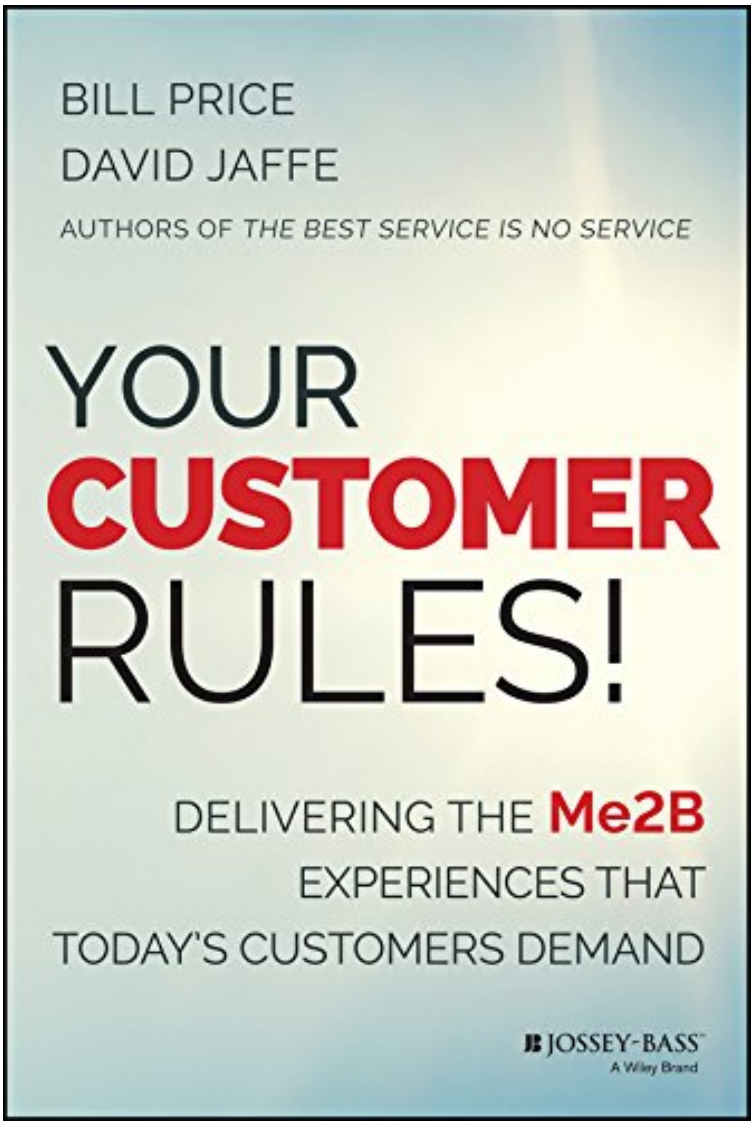

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0 of 0 people found the following review helpful. Great book. Bill Price is a true expert.By jason rosserGreat book. Bill Price is a true expert. His first book sits on my desk and I take a look at it once a quarter. This one has joined it.2 of 4 people found the following review helpful. The examples alone make this book worth reading!By Don

PeppersThis is Price and Jaffersquo;s second book together. Their first one, ldquo;The Best Service is No Servicerdquo; published in 2008, was a true landmark success, defining in no uncertain terms what the very best strategies and tactics were for operating a customer care center ndash; that is, a contact center designed to provide service to customers. In my 5-star review of that book, a book that is still worth reading, by the way, I noted that I had made notes,, turned down page corners, and underlined passages throughout virtually the entire book, and the good examples they used were good, but the bad examples I felt were even more instructive.Their newest book Your Customer Rules, while perhaps not as ground-breaking and original as their first, is nevertheless chock full of good and bad examples. And today, of course, I read all my books on my Kindle. So I no longer have to underline passages and then laboriously go back through the book to transcribe my notes into a Word file. Instead, I simply highlight them on my Kindle, and when Irsquo;m done I print up my highlights. I know the authors personally now, and I told them I clipped 27 separate examples from their newest book, which I plan to use (with attribution, of course) in my presentations around the world.One good example of great customer service cited in the book, for instance, was Netflix, which notified one of the authors in advance that the credit card they had on file with the company was just about to expire. Very few companies do this, but itrsquo;s a great example of proactively watching out for a customerrsquo;s interest.A bad example, on the other hand, would be when one of their colleagues visited an insurance companyrsquo;s web site offering a free quote. In the bookrsquo;s words, ldquo;After nearly twenty minutes of effort, he reached the final screen, where he was asked to input the overall value of the property. When he did so, he was told it was above a threshold value, so he could not complete the process online and would have to talk to someone.rdquo;And wersquo;ve all had that experience, havenrsquo;t we? Just make sure your own company doesnrsquo;t do it that way!2 of 3 people found the following review helpful. Five StarsBy TobyIf you truly want to improve customer experience, this is the book for you. We often hear that "the customer is in charge" or that "the customer is always right", but it's not often that we dig into the reasons why, or find get the insights in how to get it done. What's most useful about this 2nd book by Price and Jaffe is that they spell out very clearly the "why" and the "how" with a "hierarchy" of customer needs, with lots of revealing stories that are also fun to read. They also came up with a new term to frame these needs, calling it "Me2B", challenging conventional expressions like "B2C" or "B2B" that start with the "B", the business, instead of the customer, the "me". In Your Customer Rules! be prepared to read about how some companies have always believed in these ideas, and have always known about and focused on satisfying these needs, ones like "you know me, you remember me" and "you trust me" ... and how others lost their way, and then found it again. Then, at the end, see if you're ready with the "four foundations" that, in their terms, all "Me2b leaders" must follow in order to bring to life "the customer is in charge". All in all, you'll find the needs, the stories, Me2B, and the foundations to be very helpful to understand the why and how to improve customer experience!

What you need to know about your customers Now more than ever, every interaction you have with customers is critical. Customers today have unlimited information at their fingertipsmdash;and can influence the purchase decisions and behaviors of millions of others. With this comes a shift in the balance of power, and every company must come to terms with the fact that the customer is in control. Interacting with customers in the way they want is an essential business strategy and in many industries, the key to business success. Executives still refer to B2B and B2C business models, as though companies control demand by going to customers with products and services. But as Bill Price and David Jaffe (authors of The Best Service is No Service) show, a new business model is emerging in which the customer directs the relationship. It is becoming a world of "Me2B"mdash;one in which the customer, not the business, dictates the terms of engagement. In order for your business to thrive, you must create positive experiences to fulfill a range of customer needs. Though the mediums for customer engagement continuously evolve, Price and Jaffe show that customer needs remain unchanging. In Your Customer Rules!, they define a critical hierarchy of seven needs that your company can meet and apply as a methodology. Throughout this practical guidebook, Price and Jaffe share examples of companies who succeed by meeting these seven needs, including Amazon, Apple, IKEA, Nordstrom, USAA, Shoes of Prey, Vente-Privee, and Yamato Transport, as well as those that didn't. Your Customer Rules! offers tailored advice for companies at every stage, from nimble startups to legacy firms with established customer service practicesmdash;and everyone in between. With a simple, elegant solution for driving lasting value for customers, Your Customer Rules! is a clear guide for strengthening customer relationships and competing on more than price. It is essential reading for executives at all levelsmdash;business owners, marketing managers, and anyone who works directly with customers.

ldquo;In Your Customer Rules!, Price and Jaffe have captured some really important insights into how companies can build lasting customer relationships, including focusing on making products that are engaging, easy to use, and entertaining. They also discuss the importance of corporate culture and how values can guide a company as it growsmdash;valuable for its employees and for its customers.rdquo;mdash;Michael Morhaime, cofounder, CEO, and president, Blizzard Entertainment ldquo;Price and Jaffe have made it clear that all companies need to respond to a customer-driven Me2B world. The seven needs they define represent great building blocks for a customer-oriented

business. Your Customer Rules! provides a great guide for all companies to develop their strategy.rdquo; mdash;Stephen C. Lundin, coauthor, FISH! series ldquo;Price and Jaffe are shrewd observers of the customer experience scene, and in Your Customer Rules! they outline their findings on what may be the most profound transformation of commerce since the advent of markets. If you want your own business to survive even the next decade, you need to understand these concepts, and the sooner the better!rdquo; mdash;Don Peppers, founding partner, Peppers Rogers Group, coauthor, Extreme Trust ldquo;In Your Customer Rules!, Price and Jaffe adroitly capture how the digital revolution has changed consumer behavior. Vente-privee chose to bet on the human, placing customer service at the heart of its strategy.nbsp; As Price and Jaffe cover so clearly, it is necessary that brands consider the customer as an essential investment and not a cost, helping to build and maintain close ties with their customers and to create trust. In a world where information spreads at the speed of light and social networks give consumers a voice, customer relationship should embody the values of the company and turn a dissatisfied customer into a brand ambassador. Read Your Customer Rules! to find out how!rdquo; mdash;Jacques-Antoine Granjon, CEO and cofounder, vente-privee ldquo;In theory, it's a great time to be a customer, with an endless array of brands, choices, and deals. In reality, it's a frustrating time to be a customer, with a long list of hassles, headaches, and disappointments. In this important and engagingnbsp; book, Price and Jaffe offer a set of messages and a collection of case studies that show business leaders how to thrive in an age when customers have more powermdash;and higher expectationsmdash;than ever. Your Customer Rules! will help you deliver for your customers.rdquo; mdash;William C. Taylor, cofounder and founding editor, Fast Company, and author, Practically Radical ldquo;One of the best features of Price and Jaffersquo;s new book is the simple and straightforward recommendations for how to determine and address core customer needs. Building on their first book, The Best Service is No Service, readers this time will come away with powerful new insights and a big list of effective actions they will need to implement. If you are truly motivated to deliver exceptional customer experience and drive loyalty, donrsquo;t put down Your Customer Rules! until you reach the last page.rdquo; mdash;Gudrun Scharler, CEO, E-Plus Customer Support ldquo;As Price and Jaffe cover so well in Your Customer Rules!, the concept of lsquo;the customer is in chargelsquo; requires alignment throughout the entire organization, including support partners. They share many great stories that you can apply to make it easy for customers to work with you, positively surprise them, and address their other critical needs.rdquo; mdash;Bert Quintana, chairman and CEO, Sitel ldquo;Price and Jaffe bring to light a much needed and modern view of service strategy in a world where customers have unprecedented power and employee engagement is more important than ever. In the Me2B world, service flaws become magnified, viral, and destructive. Leaders and organizations canrsquo;t hide. Your Customer Rules! will enable the delivery of a service experience that customers demand and employees will embrace using new mediums, technologies, and strategies.rdquo; mdash;Scott Tweedy, vice president, customer service, T-Mobile ldquo;Placing the guest at the center has always been Hyatt's focus, removing the roadblocks for our customers and for our associates. With Your Customer Rules!, Price and Jaffe capture seven critical customer needs to make this work. Their stories and frameworks will become the building blocks for other companies to sustain great customer experiences and increase customer loyalty.rdquo; mdash;Sara Kearney, senior vice president, operations, Asia Pacific, Hyatt Hotel Corporation ldquo;As Price and Jaffe so clearly describe in Your Customer Rules!, many businesses have forgotten who pays the bills. While the customer is not always right, the goal is to ensure that each customer is valued and provided with a great experience that makes them believe they are the central focus of the company. Price and Jaffe demonstrate the importance of the customer-centric focus with well-presented examples. They help provide ideas, tools, and measures that will help businesses of all size begin, sustain, and deliver on the benefits of a customer-centric focus.rdquo; mdash;Jeff Robison, COO, WorldPay ldquo;The Best Service is No Service became a brilliant icon for leading and guiding the consumer customer experience community. In Your Customer Rules!, Price and Jaffe address the customer side of businesses, flipping the old B2B model with fresh insights from global customer experience leaders. Open at any place and you'll come away with solid ideas to improve how your company operates .... a new icon in the making!rdquo; mdash;Gary Hagel, chief commercial officer, Vodacom South Africa ldquo;Price and Jaffe continue to challenge business thinking on how to interact with customers. Your Customer Rules! is essential reading for the changes in business today.rdquo; mdash;Jane S. Hemstritch, board member, Commonwealth Bank Australia, Santos, and Lend Lease ldquo;Building on the success of The Best Service is No Service, Price and Jaffe have come up with an equally challenging concept in Your Customer Rules!:nbsp; why, and how, to reorient the entire company to recognize that the customer is (and always was) in charge. Using fun cartoons, good (and bad!) stories, and clearly laid-out steps, they give hope that the successful company types outlined in this book can create great customer experiences.rdquo; mdash;Jardon Bouska, chief operations officer, SafeGuard ldquo;The service industry needs to learn the clear guidance and inspiration in Price and Jaffe's new book, Your Customer Rules!, especially now in the era of mobility and integrated, interconnected platforms. The explosion of multichannel contacts and the change of customer behavior and expectations in this multi-contact channel, mobile, and social network world must be managed in totally different ways.nbsp; The management of customer expectations will have a new meaning and importance for companies in the future. Service is what customers want to talk about, and they now choose their preferred channel and provide the requirements of their needs

based on service.rdquo; mdash;Vicky Giourga, senior vice president, customer service, Home Shopping EuropeFrom the Inside FlapWhat you need to know about your customers Now more than ever, every interaction you have with customers is critical. Customers today have unlimited information at their fingertipsmdash;and can influence the purchase decisions and behaviors of millions of others. With this comes a shift in the balance of power, and every company must come to terms with the fact that the customer is in control. Interacting with customers in the way they want is an essential business strategy and in many industries, the key to business success. Executives still refer to B2B and B2C business models, as though companies control demand by going to customers with products and services. But as Bill Price and David Jaffe (authors of The Best Service Is No Service) show, a new business model is emerging in which the customer directs the relationship. 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With a simple, elegant solution for driving lasting value for customers, Your Customer Rules! is a clear guide for strengthening customer relationships and competing on more than price. It is essential reading for executives at all levelsmdash;business owners, marketing managers, and anyone who works directly with customers.From the Back CoverAdvance Praise for YOUR CUSTOMER RULES! "In Your Customer Rules!, Price and Jaffe have captured some really important insights into how companies can build lasting customer relationships, including focusing on making products that are engaging, easy to use, and entertaining. They also discuss the importance of corporate culture and how values can guide a company as it growsmdash;valuable for its employees and for its customers." mdash;Michael Morhaime, cofounder, CEO, and president, Blizzard Entertainment "Price and Jaffe have made it clear that all companies need to respond to a customer-driven Me2B world. 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Your Customer Rules! will help you deliver for your customers." mdash;William C. Taylor, cofounder and founding editor, Fast Company, and author, Practically Radical "One of the best features of Price and Jaffe's new book is the simple and straightforward recommendations for how to determine and address core customer needs. Building on their first book, The Best Service Is No Service, readers this time will come away with powerful new insights and a big list of effective actions they will need to implement. If you are truly motivated to deliver exceptional customer experience and drive loyalty, don't put down Your Customer Rules! until you reach the last page." mdash;Gudrun Scharler, CEO, E-Plus Customer Support