



# Managing the Customer Experience: Turning customers into advocates

*Shaun Smith, Joe Wheeler*

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How much more profit could you make if you had customers who couldn't imagine doing business with anyone but you? In your dreams! Tell that to Virgin Atlantic or Harley Davidson.

How great would life be if 40% of your new business simply knocked on your door without you having spent a cent advertising for it? Impossible! Tell that to First Direct.

The companies in this book have managed to turn customers into advocates. Advocates who constantly refer their friends and colleagues to those businesses. Why? Because those companies have created a Branded Customer Experience®. They have managed the relationship to the point where customers can't imagine wanting to do business with anyone else.

How can you gain this unbeatable competitive advantage? *Managing the Customer Experience* shows you how. It takes you through the step-by-step process of creating Loyalty by Design. It shows you how to re-think your business from the customer's point of view and then design and deliver a customer experience that drives loyalty and profitability.

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