



"I Love You More Than My Dog": Five Decisions That Drive Extreme Customer Loyalty in Good Times and Bad

Jeanne Bliss

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"believe in this book!"-from the Foreword by Colleen Barrett, president emeritus, Southwest Airlines

What makes the difference between having customers who like you and customers who love you?

Lots of businesses are respected, but only an elite few have passionate, loyal, vocal fans. The kind of customers who not only come back time and time again, but rave to friends, family, and even strangers. The kind who can drive explosive growth via e-mail, blogs, Facebook and Twitter.

Jeanne Bliss is an expert on what it takes to earn that kind of customer. The bad news, she says, is that there's no shortcut; the world's biggest marketing budget can't make people love you. But the good news is that a company can become beloved-if you commit to five essential decisions about how to run your business.

Bliss has studied and worked with dozens of beloved companies, ranging in size from large to small, from longtime successes like Wegman's and Harley-Davidson, to relatively new companies like Zappos, The Container Store, and Zane's Cycles. Despite their diversity, they all make the same five fundamental choices. For example:

* Griffin Hospital, a regional hospital in Connecticut decided to believe in their patients and give them full access to their medical records; ending secrecy led to a sharp decrease in lawsuits.

* Apple decided with clarity of purpose to make their stores easy to hang out in, despite the extra cost.

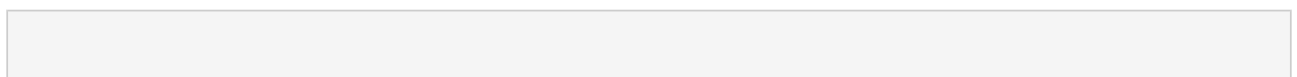
* Amy's Ice Cream of Austin, Texas decided to be real by expecting potential employees to be fearless and creative, starting with a white paper bag application.

* Zane's Cycles, a Connecticut bike shop that sells 13 million dollars' worth of bikes and supplies a year, decided to be there for riders by giving away parts that cost less than a dollar.

* Netflix decided to say "sorry" before most customers even realized there was a delay in shipping dvds.

The common denominator, explains Bliss, is that beloved companies consistently find ways to weave their humanity into their business decisions. They never lose sight of the people affected by everything they do. Their reward: an army of cheerleaders and volunteer publicists who tell everyone they know over the internet and urge friends and colleagues to try these companies, with statements such as, "I'd marry them if I could," and "I love you more than my dog!"

If you're ready to join this elite group, Bliss's advice and case studies can help you drive growth and profit in any economy.



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