



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

By 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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Editorial Review

Review

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- 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."

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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 Coldwell Banker, Allstate, Microsoft, and Mazda. She is now the president of the consulting firm CustomerBliss, with clients such as AAA, Johnson & Johnson, Costco, and Symantec. She lectures around the world and is frequently quoted by major media. Her first book was Chief Customer Officer.

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