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Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World

Jill Griffin

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Praise for Taming the Search-and-Switch Customer

"What an excellent wake-up call! Your company's most valuable asset—your loyal customers—have more tools than ever to compare you to competitors and switch. Griffin does an excellent job identifying the risks to customer loyalty in an environment of immediate and abundant information, and defines a path to earn loyalty through delivery of enhanced value in the eyes of your customers. A truly important premise to building and maintaining a successful business."?
—Gerald Evans, president, Hanes Brands Supply Chain and Asia Business Development

"In this dynamic treatise on customer retention, Jill Griffin, The Loyalty Maker, provides updated solutions to meet today's challenge of changing consumer shopping habits. A must-read for all retailers and wholesalers."
—Britt Jenkins, chairman of the board, Tandy Brand Accessories, Inc.

"Mandatory reading for anyone who manages customer loyalty. A truly thought-provoking read!"
—Timothy Keiningham, global chief strategy officer, executive vice president, IPSOS Loyalty

"Every company is in the service business now, whether they realize it or not. Jill's book is a great start on how to make your service experiences better than they are today."
—Robert Stephen, founder, The Geek Squad

"In today's Googlized marketplace, Taming the Search-and-Switch Customer is a must-read."
—Ken DeAngelis, general partner, Austin Ventures

"Griffin is pure loyalty genius!"
—Kelly Cook, vice president, Customer Engagement/CRM, Waste Management

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Maria Antoine:

The actual book Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World has a lot associated with on it. So when you read this book you can get a lot of benefit. The book was published by the very famous author. Tom makes some research before write this book. This book very easy to read you can get the point easily after reading this book.

Joann Nixon:

Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World can be one of your beginning books that are good idea. We all recommend that straight away because this e-book has good vocabulary that could increase your knowledge in vocabulary, easy to understand, bit entertaining but delivering the information. The article writer giving his/her effort to place every word into pleasure arrangement in writing Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World but doesn't forget the main point, giving the reader the hottest in addition to based confirm resource data that maybe you can be one of it. This great information can certainly drawn you into brand new stage of crucial imagining.

Andrew McConnell:

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