



The Customer Rules: The 14 Indispensable, Irrefutable, and Indisputable Qualities of the Greatest Service Companies in the World

C.Britt Beemer, Robert L. Shook

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Whether you run your own company or work for a large corporation, establishing customer loyalty is a prerequisite for business growth. In *The Customer Rules*, C. Britt Beemer, a leading consumer research and marketing consultant, and bestselling business author Robert Shook offer practical advice on how to build a robust company culture based on the concept of unsurpassed customer-service designed to increase your market share.

A combination of extensive market research unprecedented in scope, as well as close studies of fourteen companies that excel in the area of customer service, *The Customer Rules* distills profitable lessons on how to achieve strong customer loyalty. Referencing specific research findings, Beemer and Shook examine the obstacles that too often distract a company's focus from its most important task--providing preeminent service and creating a unique customer experience. The authors then supply fourteen workable solutions to ensure the return of customers time and time again, including:

- Instill the importance of customer service in every employee
- Use a “small-town” approach to meeting customers' needs no matter how big your company is
- Develop a unique identity your customers will seek out
- Maintain a focus on the customer before, during, and after the sale

Success in retail, service, manufacturing, or any other business always boils down to the customer experience. Beemer and Shook use in-depth interviews with high-level managers from such companies as Chubb, NetJets, Edward Jones, Lexus, Johnson & Johnson, and Four Seasons Hotels to illustrate the best ways for creating exceptional customer service. *The Customer Rules* gives you the tools you'll need to become the undisputed leader in your industry.

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