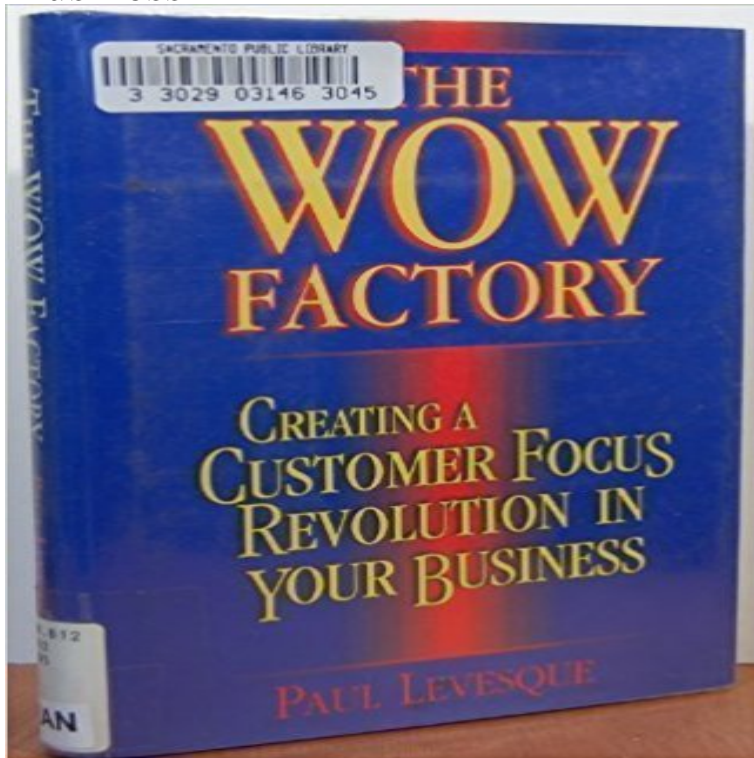


The Wow Factory: Creating a Customer Focus Revolution in Your Business



This eye-opening book introduces customer focus as a decision that every person in the organization will make, everyday. Author Paul Levesque provides the readers with both the reason and the method for injecting the wow factor into their most routing customer transactions, regardless of whether their business is a one-person operation or a multinational corporation. Central to this book is a step-by-step process-the Customer Focus Process, or CF-for guiding your team through a creative customer focus brainstorming session. It is here that your team begins to understand and work through the core phases of customer focus: define the transaction sequence, or the actual events experienced by the customer, from start to finish; brainstorm ideas for exceeding customer expectation at each individual step in the transaction sequence; develop ways to make customers feel important at each step of the sequence; review customer expectations, and tailor the experience to fit the customer. This entertaining, easy-to-read guide, provides everything needed to better understand the power of customer focus and running a successful CFP session.

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