

Keeping Customers Harvard Business Review Book

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These are among the findings of a new Harvard Business Review Analytic Services study of 680 executives about customer experience management—research that features in-depth interviews with several top-performing company leaders.

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In a recent article by The Harvard Business Review, two researchers aimed to identify a complete list of customer values. They looked closely at the value propositions that can be added to a product, brand, or service to make customers feel more satisfied and happy with their purchase.

~~Stop Trying to Delight Your Customers—Ideas and Advice~~ ...

Customers – whether consumers or business buyers – don't compare your customer service to that of your competitors, but to the best customer service they receive from anywhere.

~~The Value of Keeping the Right Customers~~

Stop Trying to Delight Your Customers. by ... loyalty, defined as customers' intention to keep doing business with the ... in the July-August 2010 issue of Harvard Business Review.

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Harvard Business Review: The Customer Experience Journey BY: Paul O'Hara Industry analysts are agreed that the customer experience has rapidly become the number one priority for most executives today – even trumping the need for companies to increase revenue and reduce cost – but how do executives go about planning to create a great experience?

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7/10/2000 Traditional service companies know that customer loyalty has a powerful impact on the bottom line. But what about service firms in the new economy, where customers can defect at the click of a mouse? Bain & Co.'s Frederick F. Reichheld (HBS MBA '78) first demonstrated the value of customer retention in the Harvard Business Review a decade ago.

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The bottom line: keeping the right customers is valuable. One of the key metrics in understanding whether your company is retaining customers is customer churn rate. But what exactly is that?

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~~The Economics of E Loyalty—Harvard Business School~~—

It can cost five times more to attract a new customer, than it does to retain an existing one. And increasing customer retention rates by 5% increases profits by 25% to 95%, that's why it's ...

~~Harvard Business Review—Ideas and Advice for Leaders~~

A version of this article appeared in the May 2012 issue of Harvard Business Review. Pat Spenner is Strategic Initiatives Leader at CEB and author of The Challenger Customer . Karen Freeman is ...

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