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“These 68 ideas aren’t effortless. Not at all. They’re effortful. They take work and . it’s worth it. Worth it because your lazy competitors are just standing by waiting . for you to make a difference.” Seth Godin, Author, The Icarus Deception "An engaging, lively, and intensely practical guide to help put customer experience at

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How to Wow: 68 Effortless Ways to Make Every Customer ...

This interview is with Adrian Swinscoe, expert in the customer experience, author of Pearson-published How to Wow, 68 Effortless Ways to Make Every Customer Experience Amazing, a frequent Forbes contributor all the while running Rare Business, focused on helping companies to improve their customer service and experience.

How To Wow - Driving An Amazing Customer Experience with ...

This month we review the excellent How to Wow: 68 Effortless Ways to Make Every Customer Experience Amazing by Adrian Swinscoe. Adrian is an ex-teacher, economist and manager with experience in organizations such as Shell, the FT and the Economist.

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Pearson - Swinscoe: How to Wow_p - Adrian Swinscoe

Adam and Jeannie interview bestselling author and Forbes columnist Adrian Swinscoe and discuss highlights from his latest book, How to Wow: 68 Effortless Ways to Make Every Customer Experience Amazing.

154: Adrian Swinscoe, How to Wow

It was the third interaction on a customer service call to his cable company that sent Don Schuerman (pictured, right) over the top. Schuerman, chief technology officer of Pegasystems Inc.,

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needed

Reconnecting with empathy: How Pegasystems leads clients ...

It's tough to get customers to your store -- and tougher still to make them to return again and again. Learn how your retail store can wow your customers.

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