



Engaged: Outbehave Your Competition to Create Customers for Life

By Gregg Lederman

Evolve Publishing. Paperback. Book Condition: New. Paperback. 240 pages. Dimensions: 8.4in. x 5.3in. x 0.9in. Customers love it when employees are ENGAGED to deliver an experience. However, it doesn't come easy for most companies. The level to which your workforce is ENGAGED also has a significant impact every day on employees happiness and productivity, the customer experience, and your company's profitability. Your company can be one that customers love to do business with one that turns customers into loyal followers who buy more and more often. The journey through ENGAGED!, will teach you what leading companies do to create customer love. In this book, you'll discover the Eight Principles that every manager needs to create a workforce that lives the company brand in ways that leads to an experience that helps you create customers for life. With the tools and techniques outlined in this book, your company can: Get all employees on stage to deliver a more consistent customer experience. Increase employees happiness so they make your customers happier. Go beyond announcing your culture to getting every employee consistently living it. Quantify your culture and customer experience to create unheard of visibility that gets everyone focused on results. Create an environment...



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