



## "I Love You More Than My Dog": Five Decisions That Drive Extreme Customer Loyalty in Good Times and Bad

*By Jeanne Bliss*

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### **"I Love You More Than My Dog": Five Decisions That Drive Extreme Customer Loyalty in Good Times and Bad** By Jeanne Bliss

"believe in this book!"-from the Foreword by Colleen Barrett, president emeritus, Southwest Airlines

What makes the difference between having customers who like you and customers who love you?

Lots of businesses are respected, but only an elite few have passionate, loyal, vocal fans. The kind of customers who not only come back time and time again, but rave to friends, family, and even strangers. The kind who can drive explosive growth via e-mail, blogs, Facebook and Twitter.

Jeanne Bliss is an expert on what it takes to earn that kind of customer. The bad news, she says, is that there's no shortcut; the world's biggest marketing budget can't make people love you. But the good news is that a company can become beloved-if you commit to five essential decisions about how to run your business.

Bliss has studied and worked with dozens of beloved companies, ranging in size from large to small, from longtime successes like Wegman's and Harley-Davidson, to relatively new companies like Zappos, The Container Store, and Zane's Cycles. Despite their diversity, they all make the same five fundamental choices. For example:

- \* Griffin Hospital, a regional hospital in Connecticut decided to believe in their patients and give them full access to their medical records; ending secrecy led to a sharp decrease in lawsuits.

- \* Apple decided with clarity of purpose to make their stores easy to hang out in, despite the extra cost.

- \* Amy's Ice Cream of Austin, Texas decided to be real by expecting potential employees to be fearless and creative, starting with a white paper bag application.

\* Zane's Cycles, a Connecticut bike shop that sells 13 million dollars' worth of bikes and supplies a year, decided to be there for riders by giving away parts that cost less than a dollar.

\* Netflix decided to say "sorry" before most customers even realized there was a delay in shipping dvds.

The common denominator, explains Bliss, is that beloved companies consistently find ways to weave their humanity into their business decisions. They never lose sight of the people affected by everything they do. Their reward: an army of cheerleaders and volunteer publicists who tell everyone they know over the internet and urge friends and colleagues to try these companies, with statements such as, "I'd marry them if I could," and "I love you more than my dog!"

If you're ready to join this elite group, Bliss's advice and case studies can help you drive growth and profit in any economy.

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### Editorial Review

#### Review

"If you are dedicated to a cause that you feel could make the world or a town or an organization or even yourself a better place/person and want some commonsense, practical approaches as to what causes people to believe in you and to want to tell your story, then *I Love You More Than My Dog* is a MUST READ!"

- Colleen Barrett, president emeritus, Southwest Airlines (from the Foreword)

"If you want to be a business that is defined by not only how many new customers you acquire, but also the number you keep and how passionately they help spread the word, then I highly recommend reading this book!"

-Tony Hsieh, CEO, Zappos.com

"Jeanne Bliss has written the right book at the right time. She identifies the key decisions that lead to great customer experiences. I recommend that all executives interested in customer experience read this book, and pass it on inside their company."

-Bruce D. Temkin, VP & principal analyst, Customer Experience, Forrester Research, Inc.

"Now more than ever, successful companies must have a deep-rooted passion for and commitment to delivering the utmost in customer service-there's no other option if you want to stay afloat in this day and age. Adopting Jeanne's five decisions will ensure your customers 'do a little dance' every time they interact with your brand."

-Kip Tindell, chairman and CEO, The Container Store

"I simply love Jeanne Bliss' book. You must read it if you have made business decisions to 'hug' or 'love' your people and customers. Her five simple, insightful steps will ensure you and your team extraordinary, superior customer service. She skillfully writes a fun, easy-to-read book that should become a new bible in this field."

-Jack Mitchell, CEO Mitchells / Richards / Marshs and author of *Hug Your Customers* and *Hug Your People*.

"I know you're reading these endorsements to see if you should buy this book. I say buy it! But most importantly, apply this book, and you too can become what Jeanne calls 'a beloved company,' one in which employees and customers alike love."

-John Christensen, co-author of *Fish!* & CEO, ChartHouse Learning, Home of the Fish! Philosophy

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#### About the Author

**Jeanne Bliss** began her career at Lands' End as a customer service pioneer and went on to serve as the chief customer executive at Coldwell Banker, Allstate, Microsoft, and Mazda. She is now the president of the consulting firm CustomerBliss, with clients such as AAA, Johnson & Johnson, Costco, and Symantec. She lectures around the world and is frequently quoted by major media. Her first book was Chief Customer Officer.

## Users Review

### From reader reviews:

#### William Murphy:

Now a day those who Living in the era just where everything reachable by connect with the internet and the resources within it can be true or not call for people to be aware of each data they get. How individuals to be smart in obtaining any information nowadays? Of course the reply is reading a book. Reading a book can help persons out of this uncertainty Information especially this "I Love You More Than My Dog": Five Decisions That Drive Extreme Customer Loyalty in Good Times and Bad book since this book offers you rich information and knowledge. Of course the details in this book hundred pct guarantees there is no doubt in it you probably know this.

#### Julie Bell:

The guide untitled "I Love You More Than My Dog": Five Decisions That Drive Extreme Customer Loyalty in Good Times and Bad is the reserve that recommended to you you just read. You can see the quality of the reserve content that will be shown to a person. The language that article author use to explained their way of doing something is easily to understand. The article author was did a lot of investigation when write the

book, hence the information that they share to you personally is absolutely accurate. You also can get the e-book of "I Love You More Than My Dog": Five Decisions That Drive Extreme Customer Loyalty in Good Times and Bad from the publisher to make you much more enjoy free time.

**Stephen Hancock:**

The book untitled "I Love You More Than My Dog": Five Decisions That Drive Extreme Customer Loyalty in Good Times and Bad contain a lot of information on that. The writer explains the girl idea with easy means. The language is very straightforward all the people, so do not necessarily worry, you can easy to read the idea. The book was authored by famous author. The author gives you in the new period of literary works. It is easy to read this book because you can continue reading your smart phone, or product, so you can read the book inside anywhere and anytime. In a situation you wish to purchase the e-book, you can wide open their official web-site in addition to order it. Have a nice go through.

**Kathleen Hernandez:**

A lot of people said that they feel bored stiff when they reading a reserve. They are directly felt it when they get a half elements of the book. You can choose typically the book "I Love You More Than My Dog": Five Decisions That Drive Extreme Customer Loyalty in Good Times and Bad to make your own reading is interesting. Your skill of reading skill is developing when you such as reading. Try to choose easy book to make you enjoy you just read it and mingle the opinion about book and looking at especially. It is to be 1st opinion for you to like to open up a book and examine it. Beside that the e-book "I Love You More Than My Dog": Five Decisions That Drive Extreme Customer Loyalty in Good Times and Bad can to be your new friend when you're really feel alone and confuse with what must you're doing of these time.

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