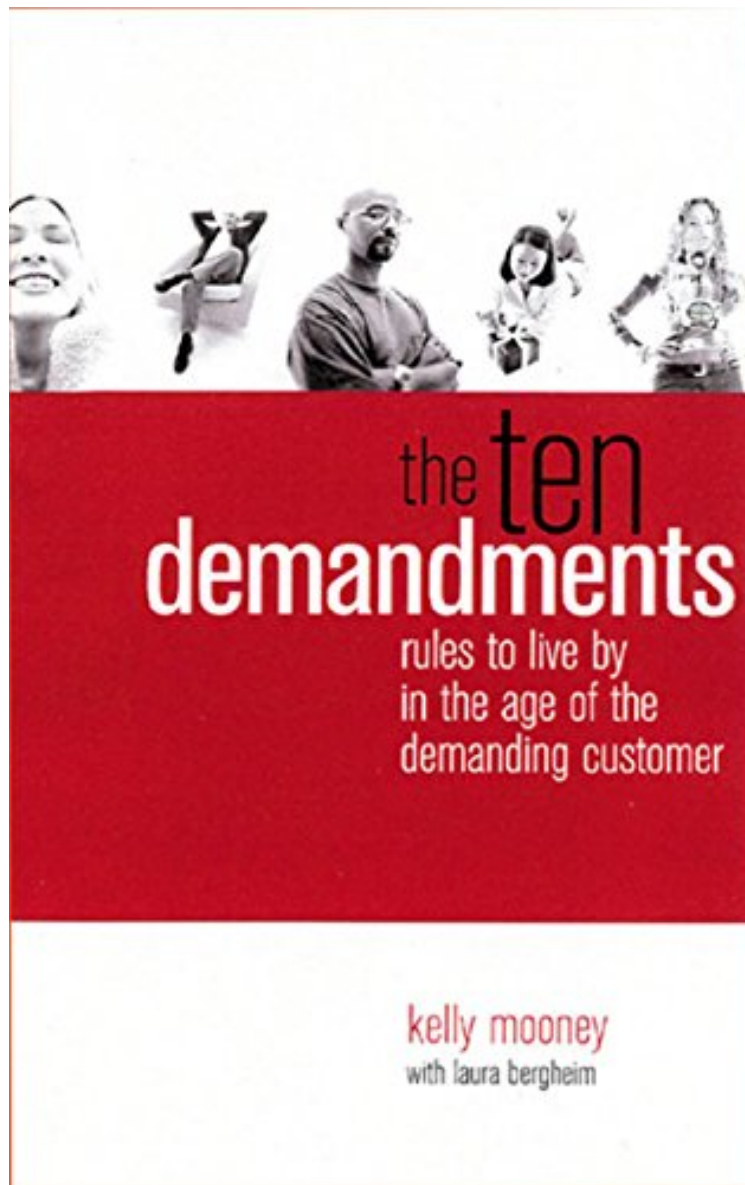


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The Ten Demandments

P. Kelly Mooney

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P. Kelly Mooney : The Ten Demandments before purchasing it in order to gage whether or not it would be worth my time, and all praised The Ten Demandments:

3 of 3 people found the following review helpful. So, you really think your company is customer friendly?By Alan LekanDon't be so sure your company - or ever yourself - is all that consumer friendly because after taking Kelly Mooney's self-assessments at the end of each chapter, you might be depressed. While its a cliché, it is true: the rules of engagement have changed. Today's exceptional, differentiated products and services are tomorrow's expectation and

demands in the age of the well-informed, technology-empowered consumer. While not a book about the internet, Kelly Mooney's book here illustrates how the internet has armed today's consumer with more information, options and price comparisons - all at the speed of light. This is just one factor that has led to the consumer calling the shots more and more and who now just does not have needs, but true DEMANDS. And the businesses that understand this and empower their customers with the information, privacy and control they now demand will emerge the most successful. Those who do not will fall by the wayside. Lots of marketing books are from the reference point of a business or brand forward: how to get more sales and increase brand awareness of your product. But, Kelly Mooney shows the view only from the stressed-out, untrusting and impatient consumer's vantage point. And we all are consumers who can relate to good and bad experiences. And guess what? Today's demanding consumers don't like, appreciate or trust all you have to say or offer them if they are not asking to hear it. They are suspicious of your uninvited emails or requests for personal information (a big point of discussion in this book). They want straight talk ... they hate all that fine print ("Lose it" is the recommendation) ... they want it all fast (or forget it) they want to consistently experience your brand the same way regardless of channel ... they want to be rewarded for their loyalty ... and they want complete control of their information and want to remain as anonymous as possible (so forget information requests that do not offer them something in return). Each chapter is dedicated to one of the ten "demandments" - complete with a self-evaluation at the end of each chapter. As Mooney colorfully illustrates in her many examples, today's consumer wants - umm, demands that your business:- Earn their TRUST- INSPIRE them by your company or product- Make things EASY- Put them IN CHARGE of the process- GUIDE them as they ask- BE AVAILABLE 24/7- REWARD their loyalty- EXCEED their expectations- RESPECT them as in any relationship This is an engaging, easy-to-read book that is not a textbook monologue nor an analytical Harvard Business Review article, but really a 'street-smart' approach to serving your customers according to the "new demands on the street." It is chocked with many simple but insightful examples (termed "the voice of the consumer") that keep the flow lively and drive home the basic (but often difficult-to-master) principles. Sometimes Mooney is a bit repetitive, but some probably need that to get the points. Many companies don't realize they probably give a certain amount of "lip service" to the idea that "the customer comes first" or "without the customer, our purpose for existing ceases to exist" (haven't we all felt this way as consumers ourselves after a frustrating interaction?). But, after reading this humble, but enlightening little book, they probably will see how much room there is to improve and truly serve today's demanding consumer. So, overall, this book is a fresh, pretty different and important view point worth the time to read. Certainly the price should not deter anyone from getting it. 0 of 0 people found the following review helpful. An Old Story with a Fresh presentation By M. Slee Nicely done in a manner that is simple to understand follow and implement. Customer Service is a difficult task in a world with "Serving" doesn't have that good a connotation. But this might clear up a few people in the business. Thank you. Well Done 5 of 5 people found the following review helpful. Great insights with practical "what do I do now" guidance By A Customer This book is a great read the first time and one that I go back to time after time. Why? First of all, it's written with a snappy rhythm that is easy to read and simultaneously energizes me. Mooney is well versed in the patterns and practices of big names like Victoria's Secret, Krispy Kreme, Oprah and Starbucks, but she also introduces us to lesser known companies and the secrets that are helping them build their business. At the end of each Demandment chapter, she includes a self-evaluation "quiz" that reflect the substance of the demandment to enable the reader to identify if they are making or breaking the demandment. This is a great resource for marketing/business consultants or for people working in-house and need help seeing the forest through the trees. Most importantly, this book represents the CUSTOMER'S point of view - the one that matters most these days. Business owners - big and small - would do well to embrace the wisdom and practical advice Mooney offers.

From the mouths of customers: what they want, how they want it, and what they'll do if they don't get it There's no way around it. Executives, managers, and strategic thinkers around the globe are grappling with how to transform their organizations from product or service orientation to being customer driven. The 10 Demandments presents an informed and interactive road map that takes readers directly to the hearts, minds, desires, and demands of the new customer, whether it is the end consumer or a business-to-business relationship. In this customer-centric manifesto, customer experience guru Kelly Mooney scrutinizes the total customer experience. "Earn My Trust" . . . "Put Me in Charge" . . . "Inspire Me" . . . Each resulting demandment is a call to action from customers shy; shy; a call that is answered by the book's strategic insights, anecdotes, and action plans.

"The 10 Demandments applies to every business that needs good customer relationships - and what business doesn't? Building a business model, securing capital, hiring talent, and developing a compelling offer is all for naught unless you have customers. To carry out a customer-centric strategy, every company needs a customer bible like The 10 Demandments to believe in and to execute against." - Guy Kawasaki, author of Rules for Revolutionaries From the Back Cover A Straight-Talking Rulebook That Every Business Person Must Read Today's empowered customers are more knowledgeable--and more dissatisfied--than at any time in the past. The Ten Demandments comes at you from their perspective, to tell you exactly what they want, how they want it, and what they'll do if they don't get it. No-

nonsense, opinionated, and ruthless--like the marketplace itself--it is a call to action that will, finally and forever, show you how to satisfy each customer first, last, and always. Praise for The Ten Demandments... "Building a business model, securing capital, hiring talent, and developing a compelling offer is all for naught unless you have customers. To carry out a customer-centric strategy, every company needs a customer bible like The Ten Demandments to believe in and to execute against."--Guy Kawasaki, CEO, Garage Technology Ventures "It's hard to think of anyone who can match Kelly Mooney's insights and creativity in making sense of the exploding world of customers and the Web. She combines hands-on experience with breakthrough thinking--which is exactly what most business people need as they try to navigate the new world of competition, a world where the customer comes first (and second, and third)."--Alan Webber, Founding Editor, Fast Company "What a great idea! Here's an eleventh demandment: If you want your company to succeed, you better understand all ten of Mooney's concepts."--Seth Godin, Author, Survival Is Not Enough "Beyond all the hype about meeting customer expectations, exceeding customer expectations, and delighting customers is the simple reality that most businesses just don't come even close to knowing what customers care about and certainly don't communicate well about customers to their employees. Here is a straightforward, simple, and actionable framework that--once read--is both hard to ignore and hard to forget--do either one at your own peril."--Dan Finkelman, Senior Vice President The Limited, Inc. "Kelly Mooney has influenced my understanding of consumer behavior and what it takes to delight customers and when you read this book, I am sure she will influence yours. Distribute this book to all your associates, only if you want to create a truly customer-centric culture in your organization!"--Roger Blackwekk, Author, Customers Rule!, Professor of Marketing, The Ohio State University Customers today are angry--and for good reason. In a world of information overload, junk email, and brand proliferation, they now expect more and tolerate less from companies. They're fed up with untrained customer service associates, uncaring salespeople, confusing Web sites, and lackluster products. Yet, they'll fall head over heels in love with any company that listens to their concerns and meets their needs. Are you ready--truly ready--to hear what makes them tick, and what ticks them off? The Ten Demandments is a long-overdue shout from the mountaintops on behalf of the people who can make or break your company--your current and prospective customers. Learn what matters to them most through these ten straightforward directives for delivering a total customer experience that goes beyond the sum of its parts. A real-world roadmap for winning customers' hearts and earning and keeping their loyalty, it's the ultimate guide to satisfying today's newly demanding consumer. Written by visionary marketing maverick Kelly Mooney, herself a frustrated and often-fuming consumer, this manifesto explains how you can: Put customers in charge and exceed their expectations at every turn Transform each touch point into a meaningful experience that builds loyal, profitable, and lasting relationships Use the Web to immerse customers in your brand Align your marketing and sales channels to present a unified face to customers wherever they are shy; in-store, online, on the phone Eliminate roadblocks by making it easier for customers to get what they want and need from you Reward customers with meaningful acknowledgments of how much you value their business Infuse your organization with consumer-centric thinking, from the boardroom to the mailroom Much more than a standard marketing book, The Ten Demandments provides a lens through which you can view your organization and your brand, and honestly see what your customers see. Furthermore, it outlines actionable ways to give them the experience they want. With scores of examples from today's best-known brands--from Starbucks to Hershey's and The Limited, Inc. to Kinko's--the book reveals how successful companies are already listening to and satisfying their customers and establishing relationships that are designed to last. So are you ready to start meeting your customers' demands? Then it's time to read The Ten Demandments.

About the Author Kelly Mooney is a principal in Ten Worldwide, and president and chief experience officer of its award-winning interactive marketing firm, Ten/Resource. Throughout her career, Mooney has helped craft relevant customer experiences for brands such as Victoria's Secret, Apple, Ford Motor Co., Lee, Hush Puppies, Chris Craft, and Reebok. A frequent conference speaker and panelist, Mooney has been profiled in print media including Fortune, Time, Inc., and Fast Company, and on NPR, CBS, and CNN. Laura Bergheim is director of content strategy for Ten/Resource. As a communicator in multiple media, she has authored five nonfiction books, hosted a national daily radio show, written a nationally syndicated column for King Features, and appeared on national talk shows and on CNN and CNBC.