



Emotional Value: Creating Strong Bonds with Your Customers

Janelle Barlow, Dianna Maul

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Society is rapidly moving from a service economy to an experience economy. As a result, today's more sophisticated consumers not only demand services and products that are of the highest quality; they also want positive, emotionally satisfying experiences. The companies and institutions that learn how to add emotional value to their customers' experiences will leave their competitors behind.

This book details a practice for adding emotional value to customers' experiences and to those of staff. The practices show that by understanding the critical role emotions play in creating customer experiences, organizations can take their service to new levels.

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