



Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World

Jill Griffin

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Praise for Taming the Search-and-Switch Customer

"What an excellent wake-up call! Your company's most valuable asset—your loyal customers—have more tools than ever to compare you to competitors and switch. Griffin does an excellent job identifying the risks to customer loyalty in an environment of immediate and abundant information, and defines a path to earn loyalty through delivery of enhanced value in the eyes of your customers. A truly important premise to building and maintaining a successful business."?

—Gerald Evans, president, Hanes Brands Supply Chain and Asia Business Development

"In this dynamic treatise on customer retention, Jill Griffin, *The Loyalty Maker*, provides updated solutions to meet today's challenge of changing consumer shopping habits. A must-read for all retailers and wholesalers."

—Britt Jenkins, chairman of the board, Tandy Brand Accessories, Inc.

"Mandatory reading for anyone who manages customer loyalty. A truly thought-provoking read!"

—Timothy Keiningham, global chief strategy officer, executive vice president, IPSOS Loyalty

"Every company is in the service business now, whether they realize it or not. Jill's book is a great start on how to make your service experiences better than they are today."

—Robert Stephen, founder, The Geek Squad

"In today's Googlized marketplace, *Taming the Search-and-Switch Customer* is a must-read."

—Ken DeAngelis, general partner, Austin Ventures

"Griffin is pure loyalty genius!"

—Kelly Cook, vice president, Customer Engagement/CRM, Waste Management

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From reader reviews:

Jesus Novak:

A lot of people always spent their very own free time to vacation or go to the outside with them loved ones or their friend. Do you realize? Many a lot of people spent many people free time just watching TV, as well as playing video games all day long. In order to try to find a new activity that's look different you can read any book. It is really fun in your case. If you enjoy the book that you read you can spent the whole day to reading a guide. The book Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World it is extremely good to read. There are a lot of individuals who recommended this book. We were holding enjoying reading this book. When you did not have enough space to develop this book you can buy often the e-book. You can m0ore very easily to read this book from your smart phone. The price is not too costly but this book possesses high quality.

Robin Curtin:

This Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World is great guide for you because the content which can be full of information for you who always deal with world and possess to make decision every minute. This book reveal it info accurately using great plan word or we can state no rambling sentences within it. So if you are read it hurriedly you can have whole data in it. Doesn't mean it only will give you straight forward sentences but difficult core information with wonderful delivering sentences. Having Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World in your hand like obtaining the world in your arm, information in it is not ridiculous one. We can say that no reserve that offer you world in ten or fifteen second right but this book already do that. So , this is good reading book. Hi Mr. and Mrs. hectic do you still doubt in which?

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Mary Gonzalez:

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