



Customer Royalty: The Greatest Thing Since Sliced Bread

By Stephen Manoj Thompson Ph D

Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. Customer Royalty a comprehensive outside-in business experience on Panera Bread Company s proactive customer service culture. Though this book provides an outside vantage point, aimed at learning how to create customer excellence, the book will have the feel of an insider communicating about the company s success. Despite excessive enthusiasm, Stephen Thompson does offer insight into how a company can succeed by remaining focused on core values and commonsense approach towards customer experience. While there are no revolutionary conclusions, the author convinces that with a balanced combination of product innovation, customer oriented technology, employee focused leadership and corporate citizenship duties, a proactive customer centric environment can be formed. This book is not all about business success it s more on star sustainability. Keywords: Customer Service, Employee retention, Business Case, Loyalty marketing, Consumer behavior, Panera Bread.



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