



Little Things Big Returns: How to Deliver Experiences that Matter Most to your Customers

By Daryl Travis, Harrison Yates



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80 percent of companies believe they deliver a good customer experience. Yet, only 8 percent of customers agree. Why is there such a disparity? Where do companies go wrong? How can you optimize your customers' experience?

Little Things Big Returns reveals how companies miss the little things that draw customers in or turn them away. Most importantly, this book explains how companies can close the customer experience gap and realize big returns.

Research confirms little things happen in the moments that matter most to your customers. By little things I mean human things, the kindnesses and considerations that surprise people and create feelings that are never forgotten. When those experiences are memorable, customers become loyal and even fall in love with your company.

You'll also learn how doing what matters most for your customers can cost very little yet produce big returns. Just change your attitude and resolve to make your customer's experience the best it can be. After all, how much does it cost to change your attitude?

Discover...

- How to identify the little things that matter most to your customers
- Why only a few customer experiences matter much more than others
- How to optimize the most critical moments along your customers' journey
- How to design and deliver powerful customer experiences that cost very little
- Why what matters most to your customer also matters most to your success
- How many successful companies realize high returns from doing the little things

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Editorial Review

About the Author

A trusted advisor to many of the largest and best brands in the world, Daryl Travis is a rare breed of author, thought leader and highly regarded consultant. His first book *Emotional Branding* pioneered the idea that brands are largely about feelings not facts.

As Founder and CEO of Brandtrust, his teams apply social and behavioral science to reveal deeper human truths that solve complex brand, innovation and customer experience challenges for many global brands.

He could be described as a professor, detective, journalist, psychologist and writer all rolled into one. A colorful and engaging storyteller, Daryl speaks frequently on the power of human truths to change everything including how you think about your customers and your business. He explains how research can lead us astray or help us to gain a competitive edge. “Most research discloses what happens,” he says. “However, it often fails to reveal why it happens or the underlying emotional drivers that are critical in creating an effective strategy.” Daryl’s guiding mantra is The NINA Principle®: No Insight—No Advantage®.

Passionate about learning and understanding more about how people think, Daryl is always reading a new book—more than one hundred each year. His voracious reading helps leverage recent breakthroughs in the social sciences to improve the consumer research process, tapping into the deeper underlying emotions and nonconscious motivations critical to revealing insights.

Daryl and his wife Donnita extend his continuous learning passion as active members of Chicago’s philanthropic community, volunteering time and resources to support education and literacy programs for underprivileged children throughout the city.

Users Review

From reader reviews:

Marc Gaul:

Precisely why? Because this Little Things Big Returns: How to Deliver Experiences that Matter Most to your Customers is an unordinary book that the inside of the e-book waiting for you to snap the idea but latter it will jolt you with the secret it inside. Reading this book adjacent to it was fantastic author who write the book in such incredible way makes the content inside easier to understand, entertaining method but still convey the meaning completely. So , it is good for you for not hesitating having this any more or you going to regret it. This amazing book will give you a lot of positive aspects than the other book have such as help improving your talent and your critical thinking means. So , still want to hold off having that book? If I were being you I will go to the book store hurriedly.

Earline Shepler:

This Little Things Big Returns: How to Deliver Experiences that Matter Most to your Customers is great

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Jacob Brown:

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Jerry Brower:

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