

The apple experience : secrets to building insanely great customer loyalty

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Abstrak

This title is based on first-hand interviews with professionals of all levels who have studied Apple, hundreds of hours observing the selling floor in Apple's retail space, and extensive research into the company's training programs.

Acknowledgments Introduction: Enriching Lives Part I: Inspiring Your Internal Customer Chapter 1: Dream Bigger Chapter 2: Hire for Smiles Chapter 3: Cultivate Fearless Employees Chapter 4: Build Trust Chapter 5: Foster a Feedback Loop Chapter 6: Develop Multitaskers Chapter 7: Empower Your Employees Part II: Serving Your External Customer Chapter 8: Follow Apple's Five Steps of Service Chapter 9: Reset Your Customer's Internal Clock Chapter 10: Sell the Benefit Chapter 11: Unleash Your Customer's Inner Genius Chapter 12: Create Wow Moments Chapter 13: Rehearse the Script Chapter 14: Deliver a Consistent Experience Part III: Setting the Stage Chapter 15: Eliminate the Clutter Chapter 16: Pay Attention to Design Details Chapter 17: Design Multisensory Experiences Conclusion: The Soul of Apple Notes Index