Understand Consumer Psychology to Drive Profits and Growth

“Harnessing the power of emotions will help to drive an exceptional customer experience, creating customers for life to help your business thrive. Finally, a guide to help us better understand how to do this.”
—JAMES MERLIND, MD, Chief Experience Officer, Cleveland Clinic

“Required reading for anyone designing a service encounter.”
—JAMES HEISELT, Professor Emeritus, Harvard Business School, coauthor of *The Service Profit Chain* and *Service Future*

“I have always known that our customers shop with us because they want to, not because they have to. How to make them want to is the secret that this great book unlocks.”
—KEVIN DAVIS, President and CEO, Bristol Farms

“Dasu and Chase share easy-to-understand ideas and guidance to operations managers who typically do not think about the psychology of customers in designing their services.”
—MARY JO BITNER, PhD, Professor and Manager, Marriott School of Business, University of Southern California, has written numerous articles on operations management and continues to publish in leading academic and professional journals nationwide.

“Dasu and Chase provide an excellent set of ideas for delivering emotional customer service experiences through systems and operations.”
—RUDOLFO MEDINA, vice President, Marketing & Commercial, Rock in Rio

“This book provides valuable insights to managing and molding the customer’s emotional journey, leading to ultimate satisfaction and sustainable loyalty.”
—ALI KASIKCI, Regional Managing Director, Orient-Express

Want to know exactly what’s driving your customers’ behavior? NOW YOU CAN!

The Customer Service Solution explores how consumer perceptions and shows you how to enhance the customer experience—every time. In this economic climate, the customer service experience is more critical than ever. Most leading service firms advocate the TLC mantra: Think Like a Customer. It’s a great practice, but find out how to understand what your customer is thinking and feeling. Today’s business leaders cannot afford to neglect the psychological principles that govern customer satisfaction and long-term loyalty.

What are the factors that really determine customer satisfaction? Two of the nation’s leading authorities on service psychology, Sriram Dasu and Richard Chase, have written this groundbreaking guide that identifies and demystifies the psychological triggers behind customer behavior. You’ll go where customer satisfaction surveys, mystery shoppers, and focus groups can’t—and learn exactly why customers respond and behave the way they do.

With findings drawn from behavioral science research, this book provides all the tools you need to evaluate your current service platforms and design future strategies to enhance customer perceptions positively and drive your sales.

The Customer Service Solution illustrates why even companies with high levels of satisfaction are missing tremendous opportunities by neglecting the emotional elements that govern customer interactions.