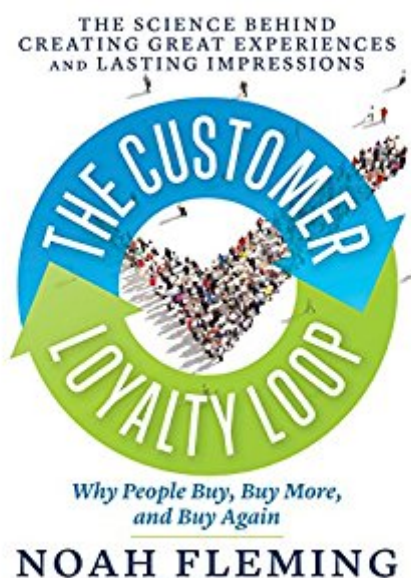


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# The Customer Loyalty Loop: The Science Behind Creating Great Experiences And Lasting Impressions



## Synopsis

How do you grow a truly sustainable business in the hypercompetitive 21st century? By using the practical, psychology-based strategies in this book to dive into the mind of your customer and enhance your business's customer experience by creating "buying loops" that keep your customers coming back for more. The Customer Loyalty Loop includes proven, science-backed secrets for building legions of loyal customers who will become evangelists for your business, buy from you repeatedly, and actually enjoy doing business with you. You will learn a wide variety of simple but powerfully effective strategies, such as: How to stop using gimmicks and trick promotions to encourage repeat business, and what to do instead that will keep your customers coming back for more. How to use the "Butler Secret" to achieve results superior to any marketing campaign or promotion you'll ever dream up. Why providing the best customer service isn't enough anymore, and what you must do instead if you want your business to keep growing in the 21st century. The "Bentley Strategy" that will immediately and dramatically increase customer loyalty to your business. And many more proven tactics and strategies.

## Book Information

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## Customer Reviews

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book "The Customer Loyalty Loop: The Science Behind Creating Great Experiences and Lasting Impressions" by Noah Fleming. Every once in a while a book comes along that contains so much refreshing common sense that you feel inspired to really think about your business and

take action that's very likely going to make your company more successful and profitable. That's this book. And it's a joy to read. The core philosophy of this book is pretty simple. Instead of spending the bulk of your time, energy, and resources in new customer acquisition, you should invest heavily in ensuring you're doing whatever you can to deliver an amazing, remarkable, and most important of all, memorable customer experience. There have been a lot of books over the past couple of years that talk about the concepts of "loving your customers" and "hugging your customers." The problem with most of them is the focus is on solving customer-related issues after they happen. They're reactive in nature. With "The Customer Loyalty Loop", the author shows you how to take a far more holistic and proactive view of the customer experience from start to finish. And it's definitely not a book full of hackneyed bromides "it includes the science behind creating great experiences and lasting impressions that will help you build a large following of loyal customers who will become promoters of your business, buy from you repeatedly, and actually enjoy doing business with you. And to listen to an interview with Noah Fleming about "The Customer Loyalty Loop", visit [MarketingBookPodcast.com](http://MarketingBookPodcast.com)

I am a big fan of Noah Fleming, having first found him with his first book, Evergreen-Cultivate the Enduring Customer Loyalty That Keeps Your Business Thriving. It is refreshing to hear a marketing consultant who "GETS IT"!! So many marketers are preaching the song of how to get NEW customers, while very little is said about marketing to your existing customers!! I guess that is not as sexy?? Who better to market to?? Someone who you have not only spent the time to get them to "know, like and trust you", but they have even given you money! Why don't more people teach and do this? The Biggest Takeaway for me are: Not only do you have to create a GREAT customer experience, you have to make it so they remember it!! Sounds so obvious!! If they don't remember it, does it really matter how GREAT the experience was!! If you are only doing the bare minimum to keep your customers, don't buy this book!! If you ARE interested in creating a Customer Loyalty Loop to lock in your customers loyalty and repeat business...this book is a MUST!!

In The Customer Loyalty Loop, Noah Fleming's smart, psychology-based strategies will help you to foster loyal customers who return to you repeatedly. In today's world, great customer service isn't enough, reminds Fleming. That said, the excellent framework he includes in this book, not to mention his own enlightening experiences, will help you to engage your customers more fully and keep them coming back for more. A most helpful and enjoyable read!

When I read business books, I look for the ones that have practical application and process that any business can apply. This book has it. And it's not just about building trinkets and trash programs, but gets into the psychology of repeat customers and how to set your business up to get in their heads. Absolutely found this book to be practical and useful. I'm recommending it on my blog and to my clients.

I'm not interested in theory or busy work when it comes to growing my business. Theory is fine to a point, but I'm busy and I want a book that blends theory with real world advice that gets me real world results. Noah Fleming does both in *The Customer Loyalty Loop*. He provides the theory of why people buy once, twice and multiple times, and then backs it up with practical ideas for how to take his ideas and apply them in practical and profitable ways. Noah's book is a must read for success minded business owners.

I've been a fan of Noah Fleming's perspectives for years now, including his weekly 'Tuesday Tidbits' and his classic book *Evergreen: Cultivating the enduring customer*. His latest book *The Customer Loyalty Loop* reinforces his view that the repeat customer is your foundation for a thriving business. This book gets into the psychological and emotional aspects of the positive customer experience. Noah provides interesting personal observations from his consulting, cites pertinent books on the topic, and provides an enlightening framework of nurturing the customer relationship. I like his conceptualization of the four stages: -imagination before persuasion-conversion without coercion-experience choreography-happily ever after. Whenever, I go into a store or buy a product, Noah's perspectives are always in the back of my mind. Some businesses are getting it right while others need to book a consultation!

Another knockout from Mr. Fleming. What I really like about this book is that it's packed full of tactical strategies. We've been following Noah's weekly emails for years and each week we eagerly look forward to his content. Read this book and grow your company. Follow Noah and generate more revenue. It's that simple.

WOW!!! Would give it 6 stars if possible. Noah Fleming is now my new favorite writer. What an eye opener this book is! This is a **MUST READ** for everyone in any type of business. I am pretty sure that 99% of the companies I know can take his advice in the book and start using them tomorrow. A

really really powerful stuff...

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