



The Cult of the Customer: Create an Amazing Customer Experience That Turns Satisfied Customers Into Customer Evangelists

Shep Hyken

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In today's competitive business climate, you can't *just* satisfy your customers. You have to be better than that, giving them experiences that they won't forget. Author Shep Hyken has spent twenty-five years studying great companies and the evangelists they create. In *The Cult of the Customer*, Hyken shows how to design a strategy that leads both customers *and* employees through five distinct cultural phases – from "uncertainty" to "amazement." By presenting dozens of case studies that show how great companies made this journey, Hyken identifies the critical internal and external changes that allowed them to build a *Cult of the Customer* – and shows how you can do it too.

Hyken's message is both powerful and timely: the happier your customers *and* employees are, the more successful your company will be. *The Cult of the Customer* is your guide to creating a customer-focused culture that turns satisfied customers into customer evangelists.

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