



Your Customer Is the Star: How to Make Millennials, Boomers and Everyone Else Love Your Business

By Micah Solomon

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.In this groundbreaking volume, America's top authority on customer service and customer trends shares everything you need to know to transform your customer service experience and delight every generation of customers, from millennials to baby boomers and beyond. Your Customer Is The Star explains how your customers have changed-and how the customer service and customer experience you provide needs to change as well. This is true whether your customers are members of the enormous, unprecedented Millennial generation, (Gen Y), the Baby Boomers, or otherwise. Technology and demographics have changed dramatically over the last decade, but customer service has not kept up. The days of scripted service, employee uniforms, long lines and longer wait times are over. Your customers today don't want that, and they'll vote with their feet (or reviews) if you try to serve them more of the same. The rise of the millennial consumer has begun, and this youthful group's influence is powerful and clear. They don't care about ostentatious old-fashioned ideas of luxury. They spend their money...



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