



## Hooked On Customers: The Five Habits of Legendary Customer-Centric Companies

By Robert G. Thompson



### Hooked On Customers: The Five Habits of Legendary Customer-Centric Companies By Robert G. Thompson

"Talk is cheap." A cliché, perhaps, but the idea that what we do is more important than what we say is a fundamental truth. It applies in our personal lives and can extend into our professional work, too. Learning to let your actions do the talking can be revolutionary to a company that struggles to create enduring customer relationships.

People who own, operate, manage, or otherwise lead a company are always looking for ways to improve productivity, beat the competition, and ensure long-term success. Learning how to put words and ideas into action can be a key to success in the business world.

*Hooked on Customers* is not about finding the right words, whether labeled as a "strategy" or not. It is an insightful, highly informative book that propels businesses into action. It explores successful customer-centric businesses, examines the ways they *execute* their strategies, and provides practical recommendations for business leaders to more effectively outperform their competition.

A must-have for any business leader who wants to have a healthy relationship with customers, this book avoids the pitfalls that often plague others that offer business advice. Frequently, company leaders turn to consultants and other resources to recommend strategies that sound great but ultimately don't have any real meaning because they are a series of words without a tie to actions.

Combining his own professional experiences working as a CEO with his extensive research and expertise as an international authority on customer-centricity, author Robert Thompson has identified the five routine organizational habits successful customer-centric businesses use when executing strategy.

Legendary leading customer-centric businesses:

- LISTEN to their customers' values and feedback.
- THINK about the implications of fact-based decisions on customers
- EMPOWER employees with the freedom they need to please customers
- CREATE new value for customers, without being asked
- DELIGHT customers by exceeding their expectations

Crucial to Thompson's discussion of these habits is the premise that there are no quick fixes. Customer-centricity takes time, determination, and company-wide commitment. It must be maintained and constantly pursued to ensure that it becomes part of the fabric of a business.

In the end, the results are well worth it. *Hooked on Customers* helps leaders understand, adopt, and implement the five crucial habits that enable companies to not only survive in highly competitive, overcrowded markets but to dominate them, creating a legacy of success and inspiration along the way.

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### Editorial Review

#### Review

"*Hooked on Customers* is a remarkable book, inspired by genius!"  
--**Chip R. Bell**, author of *The 9 ½ Principles of Innovative Service*

"*Hooked on Customers* is a must-read for any leader who wants to win the hearts of their employees and customers."  
--**Stan Phelps**, founder of 9 Inch Marketing, author of *What's Your Purple Goldfish?*

"Bob Thompson's book asks and answers some vexing questions about customer-centricity, absent the cliché hype that we often see written on the topic."  
--**Andrew Rudin**, managing principal for Outside Technologies, Inc.

"The book is full of data, examples, and case studies spotlighting innovative practices that you can use immediately."  
--**William Band**, vice-president and principal analyst for Forrester Research, Inc.

"An outstanding guide for those people and organizations truly committed to being customer-centric and creating great customer experiences."  
--**Dave Brock**, founder of Partners In EXCELLENCE

"Bob Thompson's common sense and practical ideas will leave you wishing you had had this book years ago."  
--**Greg Gianforte**, founder of RightNow, coauthor of *Attack of the Customers*

"Thompson generously shares his most practical and useful advice to inspire customer-centric leaders to emerge and energetically drive success for their businesses."  
--**Pat Gibbons**, senior vice-president of marketing for Walker

"A true gem."  
--**Bruce Kasanoff**, founder of Now Possible, coauthor of *Smart Customers, Stupid Companies*

"A must-read for practitioners and anyone involved in managing and capturing the voice of the customer."  
--**Howard Lax**, senior vice-president for GfK Custom Research North America

"Three words describe Bob Thompson's approach to customer-first business: sound, sound, sound."  
--**Dick Lee**, founder of High-Yield Methods, author of *The Customer Relationship Survival Guide*

"Comprehensive and concise!"  
--**Sampson Lee**, founder of Global CEM Organization

"If you are in any way interested in customer-centricity, this will be a welcome addition to your bookshelf."

--**Shaun Smith**, coauthor of *Bold: How to Be Brave in Business and Win*

"*Hooked on Customers* is the book that can help you change your corporate culture to the delight of your customers."

--**Jim Sterne**, founder of Target Marketing of Santa Barbara, author of *Social Media Metrics*

"In *Hooked on Customers*, each chapter outlines important parts of a customer-centric orientation; each ends with questions that, when you can answer directly, will take you well down the path to success."

--**Barry Trailer**, managing partner of CSO Insights and author of *Sales Mastery*

From the Author

In my fifteen years in this "customer relationship" industry, I've traveled the globe speaking at conferences to evangelize customer-centric strategy and best practices. I've been blessed to know many of the brightest minds in the industry. I've learned that there is no one way to succeed. Depending on a company's market position and capabilities, there are many paths to move forward. I've observed that every methodology has its place, but none works everywhere.

I wrote this book to share what I've learned and shorten your learning curve. However, if you are looking for a "magic" metric or five easy steps that will guarantee your success, this book is not for you.

That said, if you read this book, then put it down and do nothing, I'll be very disappointed. My bigger goal is to stimulate your *action*. At the conclusion of each chapter you'll find "food for thought." Take these questions to your leaders, peers, and employees for a candid discussion about your organization's strengths, weaknesses, and opportunities for improvement. Then build a plan to *do* something.

It takes a lot to create a customer-centric success story. Leaders who envision the future and inspire others. Strategists who think and plan. Supporters who put the new ideas to work. Techies who evangelize and implement new tools. And, yes, even critics who question conventional wisdom.

Join me on a customer-centric journey...

Bob

From the Back Cover

*Hooked on Customers* takes a fresh look at customer-centric business management, exploring what author Bob Thompson has identified as the five key organizational habits that enable any company to execute its business strategy more effectively and, ultimately, outperform its competitors.

Ideal for CEOs, Chief Customer Officers and other senior business leaders with cross-functional responsibilities, a chapter is dedicated to each of the habits, providing research, examples and thinking points to take action. What's missing? Hype and one-dimensional formulas for success.

## Users Review

**From reader reviews:**

**Ella Jacobs:**

Inside other case, little persons like to read book Hooked On Customers: The Five Habits of Legendary

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### **James Miguel:**

The book Hooked On Customers: The Five Habits of Legendary Customer-Centric Companies make you feel enjoy for your spare time. You can utilize to make your capable much more increase. Book can being your best friend when you getting pressure or having big problem along with your subject. If you can make examining a book Hooked On Customers: The Five Habits of Legendary Customer-Centric Companies being your habit, you can get much more advantages, like add your own capable, increase your knowledge about a number of or all subjects. You can know everything if you like wide open and read a guide Hooked On Customers: The Five Habits of Legendary Customer-Centric Companies. Kinds of book are a lot of. It means that, science e-book or encyclopedia or others. So , how do you think about this publication?

### **Arthur Pineda:**

In this 21st hundred years, people become competitive in each and every way. By being competitive right now, people have do something to make them survives, being in the middle of the particular crowded place and notice by means of surrounding. One thing that occasionally many people have underestimated the idea for a while is reading. Yep, by reading a publication your ability to survive raise then having chance to stay than other is high. For you who want to start reading the book, we give you this kind of Hooked On Customers: The Five Habits of Legendary Customer-Centric Companies book as starter and daily reading publication. Why, because this book is more than just a book.

### **William Kelley:**

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