



**Summary: Creating and Delivering Totally
Awesome Customer Experiences - Gary Millet and
Blaine Millet: The Art and Science of Customer
Experience Mapping**

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Complete summary of Gary Millet and Blaine Millet's book: "Creating and Delivering Totally Awesome Customer Experiences: The Art and Science of Customer Experience Mapping".

This summary of the ideas from Gary Millet and Blaine Millet's book "Creating and Delivering Totally Awesome Customer Experiences" shows that when customers are delighted, they become more loyal to your business and they will go out of their way to recommend you to their friends and associates. Furthermore, you differentiate yourself from all your competitors simply and powerfully and you lower your marketing and product development costs – because loyal customers will tell you what they really want and need. In essence this summary highlights that any organization's immediate success and long-term viability depends entirely on the quality of the relationship formed with each individual customer.

Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read "Creating and Delivering Totally Awesome Customer Experiences" and discover all the recipes necessary to develop customer relationships and loyalty.

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