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**By Matthew Dixon;Nick Toman;Rick DeLisi**

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New book reveals exceeding customer expectations in service they want an effortless experience. Home; Matt Dixon interviews Thomas Rebel from

<https://www.cebglobal.com/exbd/sales-service/effortless-experience/index.page>

Debunking conventional wisdom that customer service must wow customers to keep them loyal, The Effortless Experience: Conquering the New Battleground for Customer

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<http://cherrylondon.com/wp-content/uploads/2015/02/Book-review-The-Effortless-Experience.pdf>

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<https://www.linkedin.com/grp/post/5092752-272420332>

Retrouvez The Effortless Experience: Conquering the New Battleground for Customer was a Wall Street Journal bestseller Nick Toman is Senior Director of

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<http://www.zoominfo.com/p/Nick-Toman/568904574>

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This review first ran in the Dec. 23 edition of The Hamilton Spectator. The Effortless Experience: Conquering the New Battleground for Customer Loyalty

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<https://www.accenture.com/us-en/insight-perspectives-utilities-creating-effortless-customer.aspx>

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The Effortless Experience provides insights, case histories, and business analysis that will enhance and create improvements in customer service and customer loyalty

<http://www.executiveboard.com/exbd/sales-service/effortless-experience/reviews-press/index.page>

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