



Taming the Search-and-Switch Customer: Earning Customer Loyalty in a Compulsion-to-Compare World

Jill Griffin

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Praise for Taming the Search-and-Switch Customer

"What an excellent wake-up call! Your company's most valuable asset—your loyal customers—have more tools than ever to compare you to competitors and switch. Griffin does an excellent job identifying the risks to customer loyalty in an environment of immediate and abundant information, and defines a path to earn loyalty through delivery of enhanced value in the eyes of your customers. A truly important premise to building and maintaining a successful business."?

—Gerald Evans, president, Hanes Brands Supply Chain and Asia Business Development

"In this dynamic treatise on customer retention, Jill Griffin, *The Loyalty Maker*, provides updated solutions to meet today's challenge of changing consumer shopping habits. A must-read for all retailers and wholesalers."

—Britt Jenkins, chairman of the board, Tandy Brand Accessories, Inc.

"Mandatory reading for anyone who manages customer loyalty. A truly thought-provoking read!"

—Timothy Keiningham, global chief strategy officer, executive vice president, IPSOS Loyalty

"Every company is in the service business now, whether they realize it or not. Jill's book is a great start on how to make your service experiences better than they are today."

—Robert Stephen, founder, The Geek Squad

"In today's Googlized marketplace, *Taming the Search-and-Switch Customer* is a must-read."

—Ken DeAngelis, general partner, Austin Ventures

"Griffin is pure loyalty genius!"

—Kelly Cook, vice president, Customer Engagement/CRM, Waste Management

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Jeffrey Dominguez:

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