

BILL PRICE

DAVID JAFFE

AUTHORS OF *THE BEST SERVICE IS NO SERVICE*

# YOUR **CUSTOMER** RULES!

DELIVERING THE **Me2B**  
EXPERIENCES THAT  
TODAY'S CUSTOMERS DEMAND

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# More Praise for *Your Customer Rules!*

“As Price and Jaffe cover so well in *Your Customer Rules!*, the concept of ‘the customer is in charge’ requires alignment throughout the entire organization, including support partners. They share many great stories that you can apply to make it easy for customers to work with you, positively surprise them, and address their other critical needs.”

—**Bert Quintana, chairman and CEO, Sitel**

“Price and Jaffe bring to light a much needed and modern view of service strategy in a world where customers have unprecedented power and employee engagement is more important than ever. In the Me2B world, service flaws become magnified, viral, and destructive. Leaders and organizations can’t hide. *Your Customer Rules!* will enable the delivery of a service experience that customers demand and employees will embrace using new mediums, technologies, and strategies.”

—**Scott Tweedy, vice president, customer service, T-Mobile**

“Placing the guest at the center has always been Hyatt’s focus, removing the roadblocks for our customers and for our associates. With *Your Customer Rules!*, Price and Jaffe capture seven critical customer needs to make this work. Their stories and frameworks will become the building blocks for other companies to sustain great customer experiences and increase customer loyalty.”

—**Sara Kearney, senior vice president, operations, Asia Pacific, Hyatt Hotel Corporation**

“As Price and Jaffe so clearly describe in *Your Customer Rules!*, many businesses have forgotten who pays the bills. While the customer is not always right, the goal is to ensure that each customer is valued and provided with a great experience that makes them believe they are the central focus of the company. Price and Jaffe demonstrate the importance of the customer-centric focus with well-presented examples. They help provide ideas, tools, and measures that will help businesses of all sizes begin, sustain, and deliver on the benefits of a customer-centric focus.”

—**Jeff Robison, COO, WorldPay**

“*The Best Service Is No Service* became a brilliant icon for leading and guiding the consumer customer experience community. In *Your Customer Rules!*, Price and Jaffe address the customer side of businesses, flipping the old B2B model with fresh insights from global customer experience leaders. Open at any place and you’ll come away with solid ideas to improve how your company operates—a new icon in the making!”

—**Gary Hagel, chief commercial officer, Vodacom South Africa**

“Price and Jaffe continue to challenge business thinking on how to interact with customers. *Your Customer Rules!* is essential reading for the changes in business today.”

—**Jane S. Hemstritch, board member, Commonwealth Bank Australia, Santos, and Lend Lease**

“Building on the success of *The Best Service Is No Service*, Price and Jaffe have come up with an equally challenging concept in *Your Customer Rules!*: why and how to reorient the entire company to recognize that the customer is (and always was) in charge. Using fun cartoons, good (and bad!) stories, and clearly laid-out steps, they give hope that the successful company types outlined in this book can create great customer experiences.”

—**Jardon Bouska, chief operations officer, SafeGuard**

“The service industry needs to learn the clear guidance and inspiration in Price and Jaffe’s new book, *Your Customer Rules!*, especially now in the era of mobility and integrated, interconnected platforms. The explosion of multichannel contacts and the change of customer behavior and expectations in this multi-contact channel, mobile, and social network world must be managed in totally different ways. The management of customer expectations will have a new meaning and importance for companies in the future. Service is what customers want to talk about, and they now choose their preferred channel and provide the requirements of their needs based on service.”

—**Vicky Giourga, senior vice president, customer service, Home Shopping Europe**

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Today's Customers Demand

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*To Erika and Rachel  
Rebecca and Patrick*





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