

'If all you do is get one great idea from a book, the payoff is exponential. Well, here are 68 ideas that can help any company amaze their customers.'

SHEP HYKEN, *NEW YORK TIMES* BESTSELLING AUTHOR OF  
*THE AMAZEMENT REVOLUTION*

# HOW TO WOW

68 EFFORTLESS WAYS  
TO MAKE EVERY  
CUSTOMER EXPERIENCE  
AMAZING

ADRIAN SWINSCOE

# PRAISE FOR *HOW TO WOW*

'These 68 ideas aren't effortless. Not at all. They're effortful. They take work and it's worth it. Worth it because your lazy competitors are just standing by waiting for you to make a difference.'

**Seth Godin – Author of *The Icarus Deception***

'An engaging, lively, and intensely practical guide to help put customer experience at the very centre of your business.'

**Nick Chater – Professor of Behavioural Science, Warwick Business School and Co-Founder, Decision Technology Ltd**

'If all you do is get one great idea from a book, the payoff is exponential. Well, here are 68 ideas that can help any company amaze their customers.'

**Shep Hyken – New York Times Bestselling Author of *The Amazement Revolution***

'Truly lives up to its title. Packed with powerful, effective easy-to-implement tips that will transform your business into a genuine customer service champion.'

**Dee Blick – FCIM Chartered Marketer and #1 Bestselling Marketing Author**

'I love the way this book challenges management fads and lazy thinking and puts people at the heart of making businesses great.'

**Guy Letts – Founder and CEO, CustomerSure**

'Full of practical ideas that show you how to transform your business by standing in your customer's shoes. Adrian has given us a road map, now we need to act on it.'

**Bernadette Jiwa – Brand Story Strategist and Bestselling Author**

'Swinscoe offers practical, easy-to-implement tips on how to attract, engage and keep customers happy. Well worth reading.'

**Steve Abernethy – Executive Chairman and Co-Founder, SquareTrade**

'In *How to Wow*, Adrian has written a magnificent how to, based on interviews, data and his own down-to-earth knowledge of business. Drawing out the factors and attitudes that go into creating a fabulous customer experience, each of the 68 insights can be cherry-picked and you are bound to learn something.'

**Minter Dial – President and Founder of The Myndset Company and Non-Executive Director at lastminute.com group**

# How to Wow

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