



Richard Hammond

friction

Be your
customer's
first choice

Praise for *Friction/Reward*

'In a world where customer behaviour and expectations are changing so fast, Friction/Reward gives you the tools and provokes you to think hard about how you adapt to this new world.'

**Sir Charles Dunstone, British business legend;
Executive Chairman, TalkTalk Group**

'... a must-read primer for anyone interested in the present and future of retail. Richard Hammond's Friction/Reward index is an original and timely contribution to the global conversation about how we sell and buy in a rapidly changing world.'

**Dimas Gimeno Álvarez, shareholder and ex-CEO,
El Corte Inglés; investor and expert in retail**

' ... [sums] up the most pressing challenge for today. Not just decreasing friction in an increasingly transparent, immediate and, frankly, scary high street, but also the flip side: the essential focus needed on the unique rewards we can offer ... underlined again by this great book. As a bookseller, I recommend it... !'

Kieron Smith, Digital Director, Blackwell's

'This is a great read. Friction/Reward is a useful tool to build experiences that customers will visit your business for.'

Rowan Gormley, CEO, Majestic Wine; Founder, Naked Wines

'The 21st century bible for every business to stay relevant and succeed. Fantastic read with great and practical tools to use on a day-to-day running of your business to stay ahead of the game.'

Penny Grivea, Managing Director, Rituals Cosmetics, UK&I

Friction/Reward

Table of Contents

Front Cover

Half Title Page

Title Page

Copyright Page

Contents

What you can expect from this book

Acknowledgements

Publishers acknowledgements

Introduction

Part 1 How friction and reward are the keys to better customer experiences

1 What is friction and why does reward matter?

2 When stickiness went bad: how power shifted from sellers and vendors to customers and users

3 Unstick the customer journey for massive win

Part 2 The friction/reward tool kit

4 Finding the rough and the smooth friction/reward indexing

5 So this is how its done

6 We are a friction-reduction businessnow

7 The psychology of switching how to smash status quo bias

Part 3 Frictionless futures

8 How to deal with the impact of technology on commercial

Table of Contents

relationships

9 The new language of friction-led marketing

10 The frictionless world when everything is smooth and easy
but in a good way

Epilogue

References

Index

Back Cover