

"I LOVE YOU MORE THAN MY DOG"

Five Decisions that Drive Extreme Customer Loyalty in Good Times and Bad

JEANNE BLISS

Afterword by
TONY HSIEH, CEO zappos.com



"I believe in this book!"
—from the foreword, COLLEEN BARRETT,
President Emerita, Southwest Airlines

Decision Deck for Becoming a Company.

beloved and prosperous company
thinking how you make decisions. When
decision, it results in an action. And
our decisions and actions across your
l who you are and what you value.

deck is your leadership tool. It
deep dive into the core of your
team, and/or your company's
understand their impact on your
ners, and your operation. It
how far or how close you are
like the companies who are
grave of their customers and
isions should you make to

oved? Use this deck to find out.

Decide to BELIEVE

Show me the person you honor, for I know better
by that the kind of person you are.

For you show me what your idea of humanity is.

—THOMAS CARLYLE

Customers and Employees Say About
Ability to Believe?

NG:

oring and trusting is a unique and special
that sets beloved companies apart. It makes
and it bonds people to them.

powerful testament of trust than belief.
es create a spirit that sets the tone for
with others. When companies trust
customers trust them back. There is
s form being believed. And beloved
ore engaged workforce and lower

ls to a reciprocal relationship of
d prosper, and customers become
business.

believe?

Are We TRANSPARENT with Our Customers?

What information are we holding close because it gives us the power?

Is there anything we know that customers prosper from knowing and understanding?

Do we believe that trust is

Decide to BELIEVE

Beloved Company Snapshot

Griffin Hospital wanted no secrets between themselves and their customers. The traditional approach of medical professionals delivering only select information was putting the customer out of power and the medical professional in power. Griffin wanted to balance this lopsided relationship so they decided to make medical records available to patients and their families. Trusting patients with their own records grew patient belief in Griffin Hospital, and contributed to its growth.

BELIEVE CHALLENGE:

Transparency with our customers

OPENING DISCUSSION: EXPLORE What it Means to Believe

- Read and discuss all the questions on the front of this card.
- Explore how we interpret the main challenge question.

EVALUATE How We Believe

- How would we rate our ability to be transparent with customers?
- How would our customers say we are doing?
- Do customers rave about how open and honest we are?
- How do our decisions for transparency compare with this beloved company?
- Do our decisions yield open, honest and transparent customer relationships, to earn us "beloved" status today?

Can we DECIDE to Believe?

- What do we need to do differently to move toward earning the rave of customers and employees?
- Let's identify one simple gesture we can make to show customers we trust and believe in them.