



Your Customer Is The Star: How To Make Millennials, Boomers and Everyone Else Love Your Business

By Micah Solomon

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Your Customer Is The Star: How To Make Millennials, Boomers and Everyone Else Love Your Business By Micah Solomon

Everything you need to know to transform your customer service experience and delight a new generation of customers. In this groundbreaking volume, America's top customer service authority explains how your customers have changed-and how the customer service and customer experience you provide needs to change as well.

This is true whether your customers are members of the enormous, unprecedented Millennial generation, the Baby Boomers, or otherwise.

Technology and demographics have changed dramatically over the last decade, but customer service has not kept up. The days of scripted service, employee uniforms, long lines and longer wait times are over. Your customers today don't want that, and they'll vote with their feet (or reviews) if you try to serve them more of the same.

Millennials in particular (customers born 1980-2000) are over 80 million strong in the U.S. alone, and they're unlike any customers you've ever had before. Millennials demand nearly-instantaneous and completely intuitive customer support. They reject hackneyed ideas of what "luxury" should mean. They actively search for brands and companies that can bring them authentic experiences that match their values.

The power of getting this right--and the hazards of getting this wrong--are immense. Since millennials share nearly all of their experiences via social media, the way you meet their expectations decides whether they'll choose to "Yelp your business a new one" or become true, digitally-empowered "brand ambassadors" for your business.

Just as important, what millennials want from you today represents what more and more customers, from every generation, will be asking for as well in the very near future. This means that regardless of the age of your target consumer, the information inside *Your Customer Is The Star* is of utmost importance to you and

to the sustained success of your business.

Principles and subjects covered inside:

- * The rise of the millennial generation as customers, their power and different expectations
- * The up-trending of the millennial generation's expectations: How the expectations of millennials today are quickly spreading to the boomers and other generations
- * The (unauthorized) Jetsons approach to customer service: How to decide which service tasks to assign to people, to automation, and even to robots
- * The importance of authenticity: doing away with scripts, reconsidering name badges and uniforms, building something genuine for your customer to embrace
- * Building a movie with your customer as the star
- * Turning your business into a stage for customer relationships
- * The importance of values and transparency
- * The importance of ultra-speed in today's marketplace and with today's customers
- * The "90% solution" to the customer loyalty challenge

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Editorial Review

Review

"The Millennial generation has made the customer service landscape more complicated than ever. Micah Solomon is the best and most experienced guy I know to guide you through this landscape, and he does it with humor, customer stories, and data." **Jonathan Feldman, Contributing Editor, Information Week**

Your Customer Is The Star takes us from a real assessment of the millennial generation as customers to the new loyalty dynamic to the relentless reinvention of customer experience that all companies must act on now. Always insightful, this book offers a unique perspective and is highly entertaining. The pages fly by." **Rhonda Basler, Hallmark Business Connections**

"Micah Solomon's new book from Forbes, *Your Customer Is The Star*, represents the best thinking in a growing field. If you manage a business or a brand, this is must reading." **Professor Frank Allen Philpot, George Mason University School of Business**

From the Author

Micah Solomon is a bestselling author, consultant, keynote speaker and thought leader on customer service, the customer experience, corporate culture, and hospitality. Micah Solomon specializes in building stellar, profitable customer experiences, company culture, 21st-century marketing, and social (and anti-social!) media.

Micah was recently named a "new guru of customer service excellence" by the *Financial Post*. His most recent full-length title, *High-Tech, High-Touch Customer Service*, as well as his perennial bestseller, *Exceptional Service, Exceptional Profit* have won multiple awards and been translated in more than a half-dozen languages. He is a regular contributor to **Forbes.com** and his expertise has been featured in *Inc. Magazine*, *Bloomberg BusinessWeek*, *CNBC*, and the *Harvard Business Review*.

An hands-on entrepreneur and business leader himself, Micah used, hands-on, the techniques in question build his company into a market leader in the manufacturing and independent entertainment field--a story well known to readers of *FastCompany* and Seth Godin's marketing bestseller *Purple Cow*.

Micah was also an early investor in the Apple-related speech recognition technology behind Apple's **Siri**. His expertise extends into a variety of fields including patient experience in healthcare (opening keynote speaker, Cleveland Clinic Patient Experience summit) retail, hospitality, manufacturing, technology, banking and finance and other fields. Information, free resources, and speaking engagement information from Micah can be found at micahsolomon.com -- or email him directly at micah@micahsolomon.com

From the Inside Flap

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Eloise Torres:

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Richard Dunn:

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