



Magnetic Service: The Secrets of Creating Passionately Devoted Customers

Chip R Bell, Bilijack R Bell

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The ideal customer defends, champions, forgives, and commits to a company or brand for the long term - but how can a business create such long-lasting loyalty? Chip and Bilijack Bell explain how in *Magnetic Service*, based on examples of real companies who have done just that. Written in a lively, accessible style, the book shows that loyalty comes not from allegiance to a product but from compelling experiences. Using case studies, the authors explain the concept of "magnetic service" that turns casual customers into loyal and enduring fans. The book unlocks the seven secrets of this phenomenon, from "Focus on Customer Hopes, Not Just Needs" to "Add 'Charisma' to the Mix" to "Empower Customers Through Comfort."

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