

□

Create a summary of the book, "SEVEN PILLARS OF CUSTOMER SUCCESS" by Wayne McCULLOCH.

"Seven Pillars of Customer Success" is a comprehensive guide for customer-centric businesses that want to remain competitive and maximize profits. Written by Wayne McCULLOCH, the book provides an in-depth look at the strategies and tactics needed to provide an effective and memorable customer experience. It outlines seven core pillars – Engagement, Personalization, Education, Responsiveness, Accessibility, Support and Loyalty – that all customer-centric companies should practice. Through practical insight and examples, the book delves deep into topics such as customer interactions, marketing automation, user-centric product design, and much more. With its wealth of tactical advice, "Seven Pillars of Customer Success" provides businesses with the tools needed to create a positive, lasting relationship with their customers and help them reach the next level of success.