



Driven to Delight



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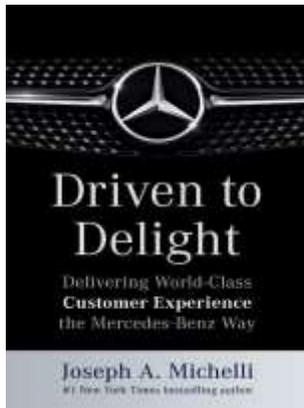
Are You Driven to Delight Your Customers?

Do you want your customers to rave about the experiences they have with you? Do you want them to ignore the solicitations of your competitors? Do you want them to tweet about, post, and tell their family and friends about you?

If so, you are not alone! According to Forrester Research, 92% of business leaders have "customer experience" on their strategic priority list. Despite all of that prioritization, the American Customer Satisfaction Index (ACSI) suggests consumer satisfaction is at a 9 year low.

So how do you make sure you consistently deliver the types of experiences that you and your customers desire?

Many answers and tools can be found in my new book *Driven to Delight: Delivering World-Class Customer Experience the Mercedes-Benz Way*.



Mercedes-Benz has always represented product quality, innovation, and extraordinary marketing; however, the brand experience at dealerships across the USA has been uneven and rife with opportunities for improvement. Steve Cannon took the helm as CEO of Mercedes-Benz in 2011 and his leadership team immediately set out to elevate the entire customer journey. In 2013, I began working with Mercedes-Benz leaders and, as such, was given a special opportunity to chronicle the brand's hard fought journey to customer delight!

Here's a brief excerpt from ***Driven to Delight*** which will give you a peek into it's content: "This is the story of leaders at a legendary company who realized that their customers weren't having sales and service interactions in keeping with the quality engineered into their products. It is the story of transformation and what it takes to move a legacy brand in the direction of true customer obsession. It is the story of an audacious vision, a seismic culture shift, sustained sales growth, and measurable/award-winning customer experience improvements. Most importantly, this is your guide to help drive delight through your organization and to your customers."

Please [click here](#) to see a short video introduction to the book.

Special Offer

I am happy to announce you can [pre-order](#) your AUTOGRAPHED copy of ***Driven to Delight*** at the discounted price of \$19.95 including free standard shipping in the US (list price \$27). Additionally, upon purchase, you will be invited to participate in an exclusive complimentary webinar about the book and about how you can create a "*Driven to Delight*" culture in your business.

Just click on this link: www.d2dbook.com and enter the code NEWS to pre-order your book!

We also offer special bulk pricing if you'd like to purchase ***Driven to Delight*** for your organization, team, book club, or key clients. Please contact Lynn [via email](#) or at 888-711-4900.

Thank you for your continued support! If you have a moment, I'd appreciate it if you would let others know about the book. Feel free to share this link and code and extend this discounted offer.

Giveaway

Since we couldn't afford to give away a Mercedes-Benz S-Class (sorry!) we created a gift pack with goodies from other brands about which I have written. As such, in celebration of Driven to Delight we are giving away a Starbucks and Zappos prize pack.



One lucky winner will receive signed copies of The Starbucks Experience and The Zappos Experience as well as a \$50 Starbucks card and \$50 Zappos.com gift card.

[Enter to win here.](#)

With Deepest Gratitude!

A handwritten signature in black ink, appearing to read 'Joseph A. Michelli', is centered on a white background.



The Michelli Experience
lynn@josephmichelli.com
<http://www.josephmichelli.com>

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