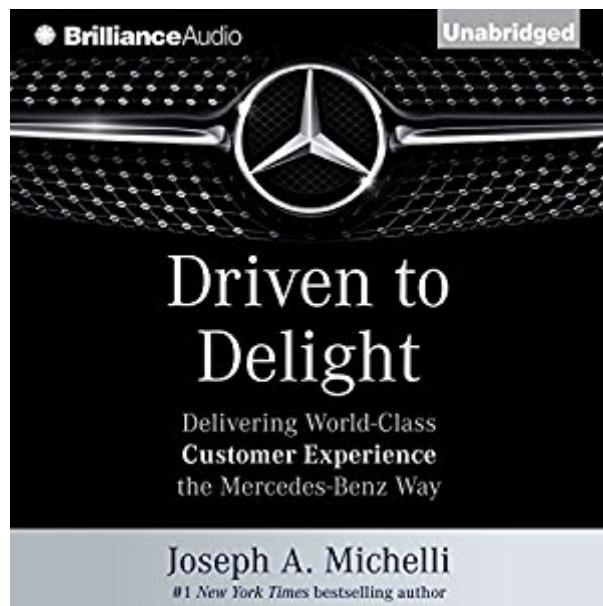


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Driven To Delight: Delivering World-Class Customer Experience The Mercedes-Benz Way



Synopsis

New York Times best-selling author shares an inside look at how Mercedes-Benz transformed themselves into a best-in-class, customer-obsessed organization. Driven to Delight offers an exclusive, behind-the-scenes look at CEO Steve Cannon and his leadership team's ambitious, multi-pronged strategy to elevate the company's customer experience to best-in-class across all brands and industries. The author worked closely with leaders inside the organization to understand the customer experience transformation as a top operational and cultural priority for Mercedes-Benz. This audiobook gives listeners an exclusive, all-access look at senior leadership's vision, strategy, and tactical steps to create and sustain the wide-sweeping actions needed to deliver the best customer experience.

Book Information

Audible Audio Edition

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Customer Reviews

I've been in customer service management for 24 years, and been through I-can't-even-remember-how-many "world class" books and trainings. Ritz Carlton, Nordstrom, Apple, Starbucks, and dozens of others. And it's not that any are wrong, but the crux of their programs are largely the same: set a ridiculously high standard and over-deliver on it. Deliver what the customer hasn't (or can't) experience anywhere else, and they're yours. Driven to Delight chronicles Mercedes' travels down that same road, though I appreciate Michelli detailing some of the leadership challenges within the organization through that process. Driven to Delight spends what I think is a bit too many of its few pages explaining what customer service is, and how

Mercedes delivers it. In some ways this undermines the credibility of the book, because if the core contention is that Mercedes has created such legendary customer service that you want to read a book about it, then why have you never heard the legend? Fortunately most people have, so the first few chapters are easily skimmed (as they typically are in this genre).

Driven to Delight, Delivering World-Class Customer Experience the Mercedes-Benz Way by Joseph A. Michelli ©2016 McGraw Hill Education. A must read for any current, future or past Mercedes-Benz owner, as well as Mercedes-Benz dealership employee. This is the story of how the Mercedes-Benz USA, the marketing arm of Mercedes-Benz/Daimler, a German automobile manufacturer, has transformed itself to be customer driven and focused as a company. In today's high-line automotive world there are a lot of great products and manufacturers to choose from, engineering, technology, styling are all factors, but in the end the real deal-closer is customer service. This book talks about MBUSA's CEO, Steve Cannon, the American who has headed up the US Marketing arm of the company since 2007, and took over as President and CEO of MBUSA in 2011, and his program of implementation of moving the company from a seller of automobiles, to the next level, a supplier to satisfied customers. Mercedes-Benz feels that providing exceptional and personal service is a hallmark of any leading brand, and with the "Best or Nothing" mantra follows through with that. The book at first seems to be more an homage to Cannon, as it mentions him in glowing terms, time and time again throughout the first half of the book. As you look into the author's past work, you see similar Management and Marketing books about other companies that he has written, as well as he mentions them quite often in this book. And you get the feeling that this might be the result of being hired by the companies to produce these tomes.

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