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Is delight just exceeding expectations?

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Reading articles online about delight often just give examples of exceptional customer service and exceeding expectations. Even Wikipedia's delight entry just points to other industry publications, and nothing terribly rigorous.

## **MeasuringU: What Is Customer**

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Customer Delight: This is an ideal situation where the service provider is able to exceed the customer's expectations creating a Moment of Magic for the customer. Such customers bond with the brand, are regular and loyal and will not easily shift to other brands. Meeting and Exceeding



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Bottom-line Success. Timothy L.  
Keiningham, Timothy Keiningham, Terry

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G. Vavra. McGraw Hill Professional, 2001  
- Business & Economics - 192 pages. 0

Reviews. Here's how your company can  
take customer satisfaction to a new level  
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Customer delight differs from customer

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satisfaction in one very crucial way: it's about exceeding a customer's expectations, or going above and beyond, rather than just simply providing a ...

## **Customer Delight: Definition & Examples | Study.com**

Kimoha's principles of business are

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based on the motto -Customer are our partners. We strive to exceed the expectations of our partners to create a win-win relationship. Our market experience of three decades helps us to gauge customer expectations and provide innovative solutions to delight our customers.

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**Entrepreneurs FZCO** Bottom Line

Customer delight is surprising a customer by exceeding his or her expectations and thus creating a positive emotional reaction. This emotional reaction leads to word of mouth. Customer delight directly affects sales and profitability of a company as it

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helps to distinguish the company and its products and services from the competition. In the past customer satisfaction has been seen as a key ...

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Bottom-line Success. Timothy L. Keiningham; Terry G. Vavra. This book presents techniques to move your customers beyond mere satisfaction.

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