

Loyalty 30 How To Revolutionize Customer And Employee Engagement With Big Data Gamification Rajat Paharia

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Loyalty 30 How To Revolutionize

Loyalty 3.0 is the game-changing leap you've been waiting for. When you create true loyalty among customers, employees, and business partners, you will generate a sustainable competitive advantage and win in your industry. Praise for Loyalty 3.0 "Relationships are the single greatest asset for all organizations.

Loyalty 3.0: How to Revolutionize Customer and Employee ...

Loyalty 3.0 is a book that will redefine how you think about loyalty, and will open your eyes to the power of data to engage and motivate anyone, anywhere. Rajat Paharia created the gamification industry in 2007 as the founder and Chief Product Officer at Bunchball, which has been recognized as an industry leader and innovator by Fast Company, TechCrunch, MSNBC, Forbes, and many others.

Loyalty 3.0: How to Revolutionize Customer and Employee ...

The New York Times and Wall Street Journal bestseller! The new secret to driving LOYALTY THAT PAYS Once revolutionary, loyalty programs designed to differentiate products quickly became commoditized. And yet, billions of dollars are still spent every year on programs that are doomed to fail. These programs, it turns out, don't inspire long-term loyalty. Once a better deal comes along ...

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Loyalty 3.0 is about taking back the word loyalty and making it actually mean something. It does this by combining the latest research on human motivation with the big data generated by your customers, partners, and employees as they interact with you to empower your business to motivate, engage, and create true loyalty.

Loyalty 3.0: How to Revolutionize Customer and Employee ...

Loyalty 3.0: How to Revolutionize Employee Engagement with Big Data and Gamification. Watch the recorded session that was "sold out" at Dreamforce, featuring Rajat Paharia - Founder and CPO of Bunchball. You'll come away with a deep understanding of the core precepts of today's new motivation techniques, ...

Loyalty 3.0: Revolutionize Employee Engagement | Bunchball

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In Loyalty 3.0, Rajat Paharia reveals the newscience of relationship building through big data and gamification." -TIM BROWN, CEO, IDEO " Loyalty 3.0 is filled with major insights and does a brilliant job of grounding the reader in fundamental concepts around motivation, big data, and gamification--building on these concepts through real-worldcase studies that bring the combinations to life.

Loyalty 3.0: How to Revolutionize Customer and Employee ...

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The father of gamification reveals new insights about how companies can leverage big data and gamification to create enduring loyalty. Redwood City, Calif. - June 10, 2013 - Bunchball Founder and Chief Product Officer Rajat Paharia is helping companies win the battle for loyalty with Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification, a new book ...

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