



Driven to Delight: Delivering World-Class Customer Experience the Mercedes-Benz Way

Joseph A. Michelli

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New York Times bestselling 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 readers 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.

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