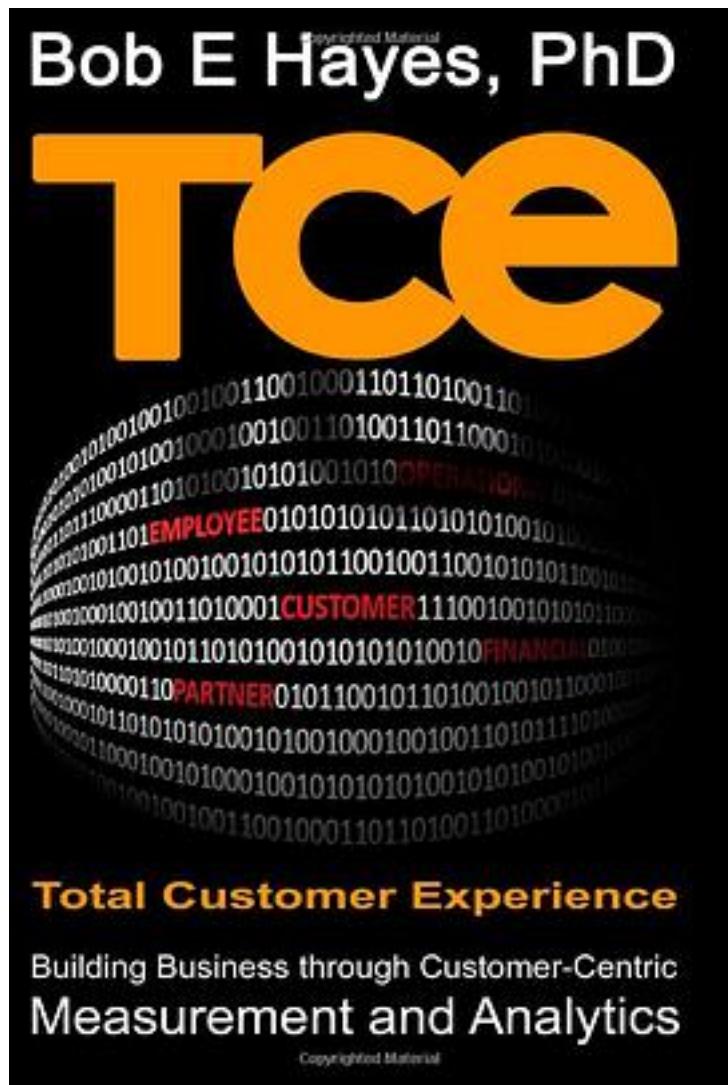


TCE:Total Customer Experience



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Bob Hayes, PhD presents best practices in measurement and analytics for customer experience management (CEM) programs. Total Customer Experience (TCE) is the marriage of customer experience management data and different business data with appropriate analytics. This holistic view of the customers' attitudes about and interactions with a company provides a complete picture of the customer. This comprehensive view helps businesses gain insights into the causes and consequences of customer satisfaction and loyalty to help them improve the customer experience and increase customer loyalty. Drawing on decades of research and practice, Hayes illustrates analytical best practices in the field of customer experience management that will help you increase the value of all your business data.

作者介绍:

Bob Hayes is the author of two books, *Measuring Customer Satisfaction and Loyalty* and *Beyond the Ultimate Question*. He is President of Business Over Broadway and Chief Customer Officer of TCE Lab. Hayes holds a BS from University of Washington and an MA and PhD in industrial-organizational psychology from Bowling Green State University. He conducts research on the measurement of customer satisfaction and loyalty, identifying best practices for business success and writes (books, blogs and articles) regularly on such topics as customer experience management, analytics and Big Data. He works with companies to help them improve their understanding of their customers.

目录:

[TCE:Total Customer Experience 下载链接1](#)

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