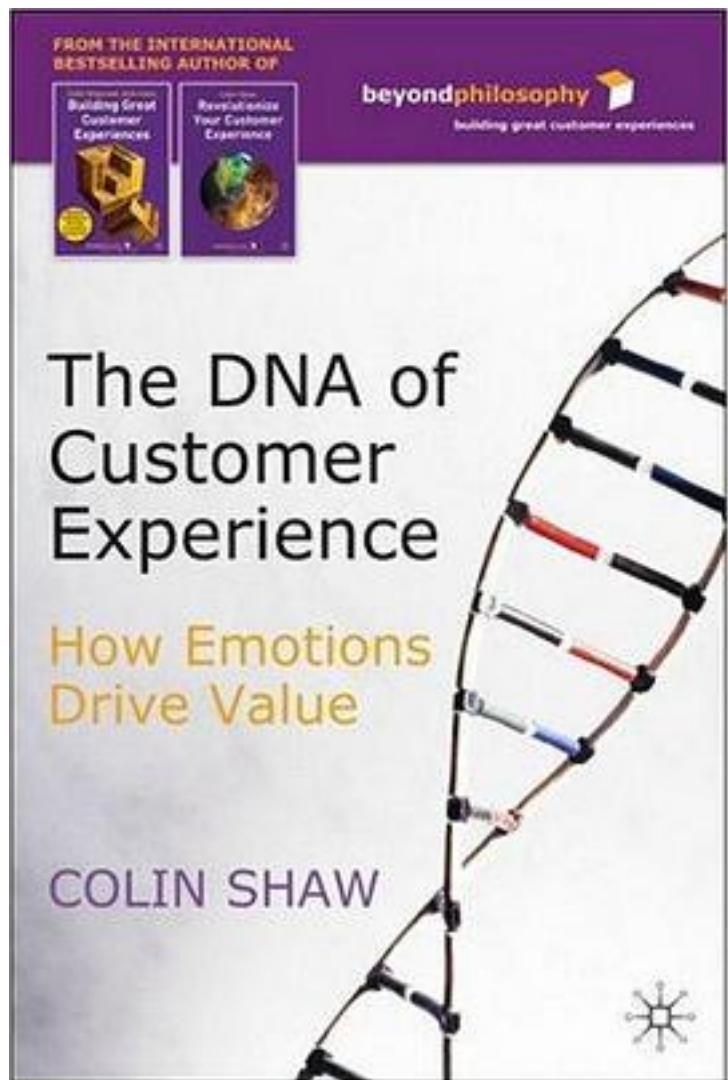


The DNA of Customer Experience



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著者:Shaw, Colin

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Show me the money! This is the frantic cry of the "old guard" of senior executives as they desperately struggle to deal with commoditizing markets, the loss of their differentiator and the inevitable impact on profitability.

At the same time the new breed of enlightened, customer-focused executives knowingly smile, seeing the answer is simple: focus on the customer rather than the organization, provide customers with an emotionally engaging experience, and the rest will take care of itself. They understand that the customer experience is the next competitive battleground and that emotions account for over 50% of an experience.

In one case study in this book, an organization adopting this philosophy dealing in a mature market, enjoyed 100% growth in revenues, doubled their customer base, substantially reduced customer churn, increased the effectiveness of their marketing campaigns by 20% and reduced employee attrition by 13%.

As the world thought leaders on customer experience, Colin Shaw and the team at Beyond Philosophy have undertaken more than 18 months of groundbreaking research to discovering the emotions that drive and destroy value in an organization and can now disclose the empirical link between evoking these emotions and substantial financial returns.

By the end of the book you will understand:

- * The four clusters of emotions that increase customers' short term spend and drive and destroy customer loyalty
- * How to prove that improving your customer experience provides considerable financial returns
- * How to evoke these emotions in your customers
- * How these emotions affect your "Net Promoter" score and how to use them to improve it
- * Why every organization has an Emotional Signature

This book is littered with examples of organizations who already understand the DNA of customer experience and know the power of emotions to gain a competitive edge.

作者介绍:

Colin Shaw is the Founder & CEO of Beyond Philosophy, the world's Thought Leaders in Customer Experience.

He is a successful International author of four best-selling books

Building Great Customer Experiences (2002);

Revolutionize Your Customer Experience (2005)

The DNA of Customer Experience: How Emotions Drive Value (2007)

Customer Experience: Future Trends & Insights (2010)

Colin spent over twenty years working in blue chip organizations. As Senior Vice President of Customer Experience, for one of the world's largest companies, he led 3,500 people across the globe. He knows how businesses work.

Colin is an accomplished speaker, having delivered a number of keynote addresses. He has a very interacting style. He walks into the audience and engages them with thought-provoking questions. He also uses humor to get his messages across with simple anecdotes on day to day experiences. He can really motivate an audience to take on board the principles of Customer Experience.

Owing to his expertise, Colin has appeared as a commentator many times on TV and radio, including CNN and the BBC. He is a member of the National Speakers Association.

Colin now indulges in his real passions, strategic thinking, conference speaking, writing books, and advising boards of companies. Colin is a member of the Professional Speakers Association and enjoys a hectic conference speaking schedule.

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