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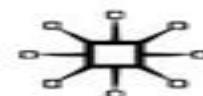
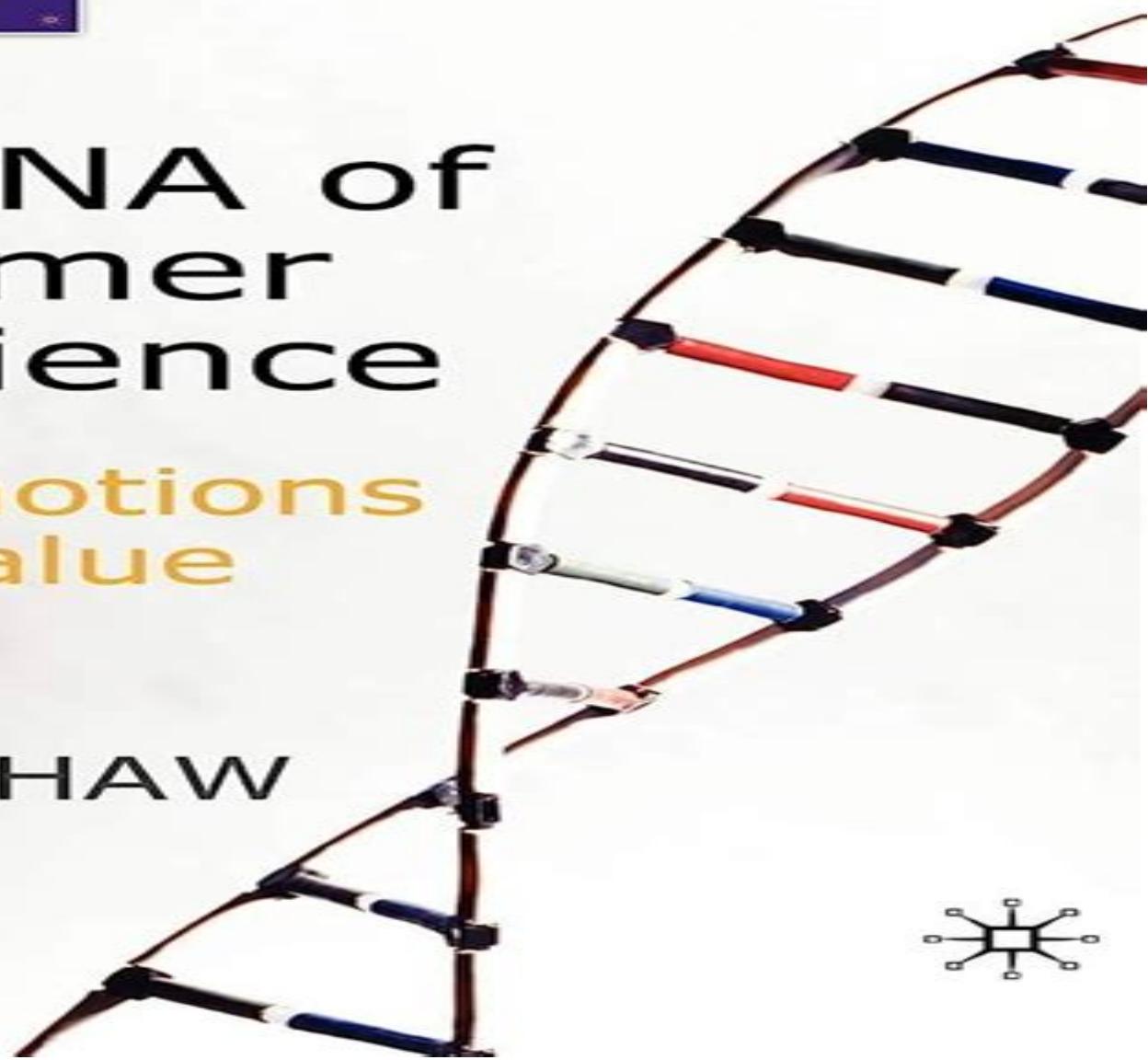


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The DNA of Customer Experience

How Emotions Drive Value

COLIN SHAW



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Differentiation Strategy Kevin Holt,2022-06-01 This comprehensive and richly illustrated book explains how to create a differentiation strategy a strategy for being different in a way that causes customers to prefer your products and services to those of your competitors Filled with frameworks tools and templates this book will enable you to create a compelling answer to your customers most fundamental question Why should I buy from you instead of your competitors What makes you different The first half of the book provides an in depth analysis of the concepts and principles that underlie the practice of differentiation including the meaning of competitive advantage competitive strategy and customer perceived value The second half of the book explains how to create a differentiation strategy by identifying the target of your strategy using customer research and creative problem solving to design a unique offering devising a value proposition that emphasizes a key benefit and the reasons to believe you will deliver the benefit and designing the activity system that will implement your differentiation strategy Business leaders in companies large and small business students and leaders in government higher education and the non profit sector will gain a deep understanding of all that goes into creating a successful difficult to copy differentiation strategy **International Journal of Advertising** ,2008 **The Handbook of Strategic Public Relations and Integrated Marketing Communications** 2/E Clarke Caywood,2011-12-28 The Definitive Guide to PR and

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Managing Customer Experience and Relationships Don Peppers,Martha Rogers,2022-04-19 Every business on the planet is trying to maximize the value created by its customers Learn how to do it step by step in this newly revised Fourth Edition of Managing Customer Experience and Relationships A Strategic Framework Written by Don Peppers and Martha Rogers Ph D recognized for decades as two of the world's leading experts on customer experience issues the book combines theory case studies and strategic analyses to guide a company on its own quest to position its customers at the very center of its business model and to treat different customers differently This latest edition adds new material including How to manage the mass customization principles that drive digital interactions How to understand and manage data driven marketing analytics issues without having to do the math How to implement and monitor customer success management the new discipline that has arisen alongside software as a service businesses How to deal with the increasing threat to privacy autonomy and competition posed by the big tech companies like Facebook Amazon and Google Teaching slide decks to accompany the book author written test banks for all chapters a complete glossary for the field and full indexing Ideal not just for students but for managers executives and other business leaders Managing Customer Experience and Relationships should prove an indispensable resource for marketing sales or customer service professionals in both the B2C and B2B world

Revolutionize Your Customer Experience Colin Shaw,2004-09-22 In his previous groundbreaking book with John Ivens Colin Shaw looked at the development of the conceptual framework for the customer experience together with examples of best practice and strategies for implementation As predicted the customer experience has become the next competitive battleground The current book will explore the subject in more depth with new research and best practice and show companies and organizations how to identify where they are and how to revolutionize their customer experience

The Power of Customer Experience Martin Newman,2021-05-03 Having a customer centric business model has evolved from being a nice to have to a must have for any organization A focus on products and services alone is no longer enough to outstrip the competition In the current digital ecosystem consumers can instantly compare products prices and services with the touch of a button from the comfort of their home Therefore every organization must now focus on their overall customer experience to achieve the tricky but imperative balance between efficiency and personalization In The Power of Customer Experience Martin Newman presents clear data that proves the direct link between customer centricity with profit and shareholder value Drawing on examples from well known companies like JD Sports Delta Airlines Lego Selfridges BMW Hilton Deliveroo and Uber it analyses how organizations provide the most effective customer experience and reveals the strategies that have allowed them to succeed Featuring tips and tools throughout it will enable readers to understand the impact of customer centricity on some of the best known brands to gain invaluable insights that can be used to grow emerging brands and revitalize existing brands **The Big Miss** Zhecho Dobrev,2022-08-05 In The Big Miss How Businesses Overlook the Value of Emotions Zhecho Dobrev reveals how organizations are frequently deceived by customers and fail to act on what they fail to notice thus are missing the biggest driver of profitable customer behavior What are the emotional and subconscious drivers behind your customers behavior Do you have a science and data based strategy to drive this in the direction you want In The Big Miss How Businesses Overlook the Value of Emotions Zhecho Dobrev reveals how organizations are frequently deceived by customers and fail to act on what they fail to notice thus are missing the biggest driver of profitable customer behavior His extensive research shows that emotions are the key drivers of customer behavior yet few organizations have a strategy to evoke specific emotions based on science and data Does yours In this book the author provides business leaders with a practical framework for how to embed emotions in their business practices which includes learning how to Discover the difference between what customers say and do Create a data based strategy around specific emotions Use customer science to future proof your business and make the most out of Digital Transformation Data and AI and much more Behind every business problem there is a customer problem This book will change how you think about customer behavior and challenge you to harness the business power of emotions **Emotion Marketing: The Hallmark Way of Winning Customers for Life** Scott Robinette,Claire Brand,2001-01-20 To its millions of loyal customers world wide the Hallmark brand stands for more than just greeting cards it embodies the elusive item every company hopes to capture the customer's heart Hallmark has found that one of the keys to attaining superior customer loyalty is through emotion Now for the first time Hallmark reveals its groundbreaking strategy Emotion Marketing This strategy can help any company create an emotional bond with customers for a competitive advantage in the marketplace Emotion Marketing will reveal How emotion works to cement customer loyalty The 3 Emotional E's Equity Experience and Energy Scott Robinette Kansas City MO is General Manager of Hallmark Business Expressions Claire Brand Kansas City MO is Customer Marketing Manager at

Hallmark Vicki Lenz Atlanta GA is a writer consultant and speaker on business leadership and marketing [Building Great Customer Experiences](#) Colin Shaw, John Ivens, 2002-09-13 This book is about building and delivering great customer experiences Many companies neglect this but the physical execution and emotional impact of customer experiences companies and brands may ultimately determine customer satisfaction and loyalty and commercial success With the use of compelling examples and cases the authors show that this is key for all companies and organisations **The Magic That Makes Customer Experiences Stick** Stefan Thomke, 2019 Research has shown that memorable experiences can drive customer decisions as much as price and functionality Yet there have been few meaningful improvements in customer experience over time The missing ingredient Emotion Customers want their choices to align as much with their feelings and senses as with their values and ethics The rational approaches taught at most business schools offer more value for money add features make service more efficient are not enough **Customer Experience Management** Bernd H.

Schmitt, 2010-07-09 In Customer Experience Management renowned consultant and marketing thinker Bernd Schmitt follows up on his groundbreaking book Experiential Marketing by introducing a new and visionary approach to marketing called customer experience management CEM In this book Schmitt demonstrates how to put his CEM framework to work in any organization to spur growth increase revenues and transform the image of your company and its brands From retail buying to telephone orders from marketing communications to online shopping every customer touch point offers companies an opportunity to maximize the customer experience and establish a bond that will never be broken Customer Experience Management introduces the five step CEM process a comprehensive tool for connecting with customers at every touch point This revolutionary marketing guide provides cases of successful CEM implementations in a wide variety of consumer and B2B industries including pharmaceuticals electronics beauty and cosmetics telecommunications beverages financial services and even the nonprofit sector A must read for senior executives marketing managers and anyone who wants to drive growth increase income and spur organizational change Customer Experience Management demonstrates the power of collecting truly relevant customer information developing and implementing winning strategies and measuring their results

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