



Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service

John A. Goodman

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With developments like smart phones, social media, mobile connectivity, big data, and speech analytics, businesses have more opportunities to enhance the customer experience than ever before. Not only that ...customers expect more. Unfortunately, many companies fail to take advantage of and properly manage the tools that now exist, delivering a series of frustrating, disjointed transactions that drive people away. Customer Experience 3.0 provides firsthand guidance on what works, what doesn't - and the revenue and word-of-mouth payoff of getting it right. The book contains an innovative customer-experience framework and step-by-step roadmap, showing readers how to: design and deliver flawless services and products while setting honest customer expectations; create and implement an effective customer access strategy; capture and leverage the voice of the customer to set priorities and improve products, services and marketing; and use CRM systems, cutting-edge metrics, and other tools to deliver customer satisfaction. Great companies provide seamless experiences, seeming to know what customers want before they know it themselves ...while others set up fancy Facebook pages and then drop the ball. This groundbreaking guide reveals how to delight customers using the best tools available.

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