

(Mobile book) Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service

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

John A. Goodman

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**John A. Goodman : Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service** before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service:

1 of 1 people found the following review helpful. Even better, he gives tons of examples of companies that ...By Millicent Ramirez This book is jam-packed with concrete ideas for companies to improve customer experience. With every idea, I kept thinking, "Why donrsquo;t more companies do this?" Manufacturing, tech,

retaildash;all industries can learn from this book. Not only does Goodman offer research-based insights on new customer expectations, he goes the extra mile explaining HOW to implement CE improvements. The strategies always come with practical ideas on how to follow them. Even better, he gives tons of examples of companies that tried these strategies and how those turned out. Excellent resource I'll refer to again and again.0 of 0 people found the following review helpful. Very geared towards product type sales - would like examples from other industriesBy AlfredIt was ok. More of a customer service book than customer experience. Uses same examples several times and multiple processes and corner stones so it feels cumbersome. Very geared towards product type sales - would like examples from other industries.1 of 1 people found the following review helpful. Five StarsBy CustomerVery practical, lots of real cases. Clear and effective practices, ready for implementation. Thanks to Author!

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 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.

"hellip; provides firsthand guidance on what works, what doesn't - and the revenue and word-of-mouth payoff of getting it right." --SupportIndustry.com From the Inside Flap As technology arms your customers with greater and more immediate ways to interact with your company, it becomes imperative that you design a smooth, end-to-end customer experience that incorporates the exciting new media you have at your disposal. Are you taking advantage of and properly managing tools like smart phones, social media, online communities, mobile connectivity, and speech analytics? Is the technology you're using making it easier for customers to reach you? Or are you delivering a series of frustrating, disjointed transactions that drive people away? Customer Experience 3.0 provides a firsthand view of what works and what doesn't. Containing an innovative customer experience framework and step-by-step roadmap, the book enables you 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 your customer to set priorities and improve products, services, and marketing \* Use CRM systems, cutting-edge metrics, and other tools to deliver customer satisfaction \* Quantify the bottom line impact Using illustrative examples, Customer Experience 3.0 reveals the benefits, pitfalls, and best practices of the latest technologies, supplying you with real-world guidance to help ensure that your entire organization is working together to create a seamless experience for all of your customers. You'll learn how to overcome common implementation challenges and foster a companywide culture that leaves your people feeling empowered to connect meaningfully with customers. Drawing on his extensive real-world experience, author John A. Goodman outlines key technological, cultural, and leadership challenges faced by organizations acclimating to a technologically enhanced world. The book debunks a dozen popular service myths and reveals how to break down the silos in your organization, bridging the gap between your IT and customer service departments. In addition, you'll learn how to use technology to anticipate your customers' next needs and proactively deliver services or information before they even want or need your help. Most organizations' attempts at harnessing customer-enabling technology is fragmented at best, and misguided at worst. Some use technology to create snazzy Facebook pages but do nothing about 30-minute phone queues and retail staff who lack the authority to solve problems, leading to customer defections, higher costs, and brand damage. Customer Experience 3.0 is a groundbreaking guide that gives you powerful strategies for delighting your customers using the best tools available. JOHN A. GOODMAN is a highly regarded customer experience consultant and author of Strategic Customer Service. He brings over 40 years of experience in every industry, and has worked with over 45 of the Fortune 100 as well as non-profit and governmental organizations. John coined the maxim: "It costs five times as much to win a new customer as to keep the current one." From the Back Cover Advance Praise for Customer Experience 3.0 "If you are a leader responsible for your organization's brand and reputation--whether in marketing, customer care, product development, or overall strategy and direction-- Customer Experience 3.0 is a must-read. John Goodman has done a masterful job of making the core principles of customer experience accessible, relevant, and applicable. Wisdom, cutting-edge content, and practical examples are all part of a message that has never been more important, given the breathtaking pace of development in services and expectations."-- Brad Cleveland, founding partner, International Customer Management Institute (ICMI) "John Goodman has offered an insight to the sea change that is clearly the way of the future for managing customers in

this technological world. This book provides the new roadmap for managing the customer experience and should be read by every executive who has a business with more than one customer."-- Dr. Bill Bleuel, professor, Graziadio School of Business and Management, Pepperdine University; Executive Director, The Customer Institute "Customer Experience 3.0 is an inspiring and practical look at designing the customer experience in a multichannel world, anticipating and proactively meeting customers' needs, and engaging the entire organization to drive company loyalty." -- Monica Stitt, Director, Customer Service, Amway "Once again, John makes a seemingly complicated topic simple to understand and easy to master. If you are struggling with quantifying the value of customer service and challenged with gaining the support and buy-in of your senior leadership team, this book is for you!" -- Lynn Holmgren, Global Head of Customer Operations, Millicom International Cellular "Customer Experience 3.0 is an invaluable resource for anyone working in a business that must create an excellent customer experience to succeed. This book is a cautionary tale for business leaders who have chosen to willfully ignore their customers, instead of deliberately delighting them as Goodman recommends." -- Doug Reed, Vice President, Marketing, The Association for Convenience Fuel Retailing (NACS) "While technology is the key to proactive customer experience, few companies adequately invest and execute well. Goodman has nailed both the strategy and the analysis of the revenue and word-of-mouth impact of a great experience to justify the investment. The multitude of entertaining stories and illustrations are icing on the cake." -- Roger Dow, CEO, U.S. Travel Association