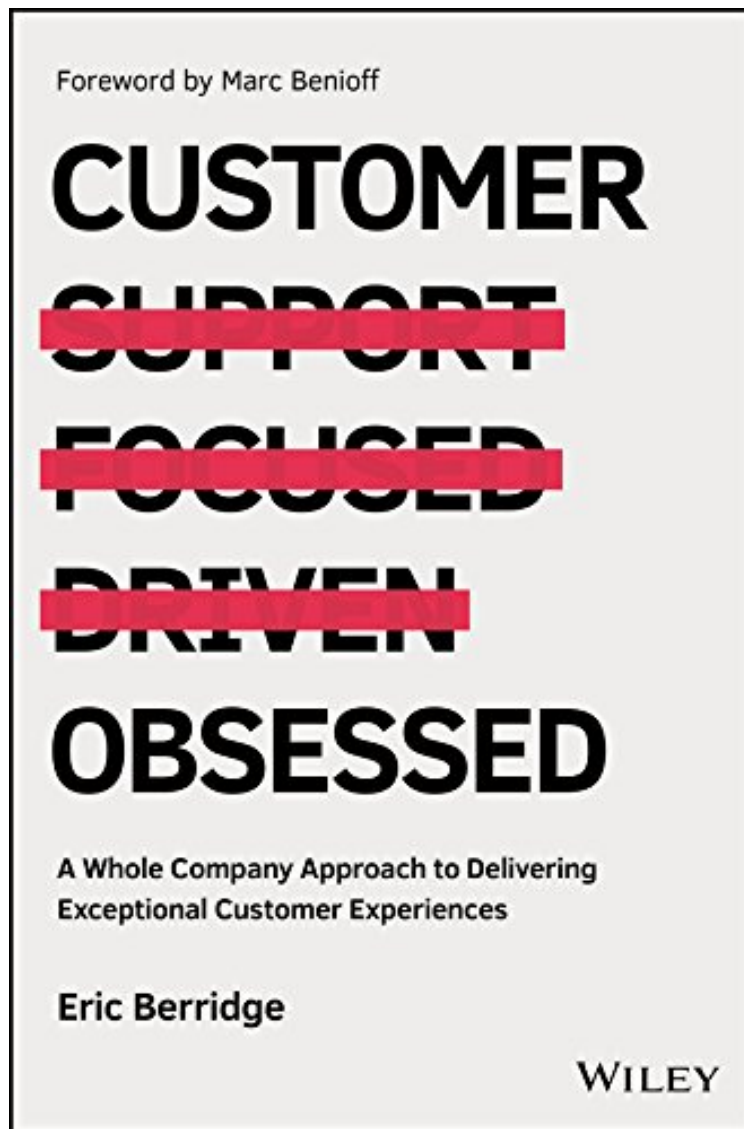


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Customer Obsessed: A Whole Company Approach to Delivering Exceptional Customer Experiences

Eric Berridge

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Optimize the customer experience via the cloud to gain a powerful competitive advantage Customer Obsessed looks at customer experience through the lens of the cloud to bring you a cutting-edge handbook for customer experience. Cloud technology has been hailed as a game-changer, but a recent IDC report shows that it accounts for less than three percent of total IT spending; why are so many companies neglecting such an enormous asset? This book provides a high-level overview of how the cloud can give you a competitive advantage. You'll learn how to integrate cloud technology into sound customer experience strategy to achieve unprecedented levels of success. More than just a state-of-the-field assessment, this book offers a set of concrete actions you can take today to leverage cloud computing into technical innovation and better business outcomes at all levels of your organization. You'll examine the many factors that influence the customer experience, and emerge with the insight to fine-tune your approach using the power of the cloud. What kind of advantage is your company leaving on the table? This book guides you through the key drivers of customer success to help you optimize your approach and leverage the future of global technology. Learn the keys to competitive advantage in the digital era Gain insight into each element that affects customer experience Harness the power of the cloud to achieve customer success Follow a prescriptive framework for optimizing customer experience We are in the golden age of IT innovation, but the majority of companies haven't even adopted cloud technology, much less begun to utilize its full business capabilities. Jump into the gap now, and reap the benefits as other struggle to catch up. Customer Obsessed gives you the guidance you need to achieve sustainable success in today's digital world.

From the Inside Flap In Customer Obsessed, Bluewolf CEO Eric Berridge brings you up to speed on the keys to creating exceptional customer experiences across every department and team in your company. The organizations dominating their industries consistently achieve their business outcomes through a heightened focus on customers, and the sophisticated, yet simple, framework inside will enable you to do the same. The advanced strategies, practical tips, and real-world examples of customer success come from the author's years of experience in business transformation. Using the Salesforce platform, he has helped achieve better outcomes for a diverse list of clients, including globally recognized brands like Iron Mountain and Vodafone. On an international scale, the buyer-seller transaction becomes a complicated web of connections across many teams, and this robust guide shows you how cloud technology enables extraordinary insight and collaboration to flawlessly personalize every customer experience. Whether yours is an enterprise or small- to mid-size business, the tools inside will give you a competitive edge. By empowering your employees with the leadership and technology to immediately respond to customer needs you position yourself to realize the following outcomes: Acquisition of new customers Retention of your customer base A greater wallet share among your loyal customers Increased efficiency in how products go to market at reduced costs The author's straightforward, clear, and practical advice makes it simple to add these advanced skills to your repertoire. The latest digital and cloud-based technologies support extraordinary innovation, and most companies are only scratching the surface of what it means to deliver tailored customer experiences. Customer Obsessed gives you the keys to increasing profits and growth by meeting customers at every touchpoint and providing exceptional experiences. From the Back Cover GET AHEAD OF THE CUSTOMER EXPERIENCE CURVE Companies who define success through business outcomes and put customers at the center of their business realize sustainable, continuous growth. Customer experience is a key driver of technical innovation and business success Customer Obsessed teaches companies how to leverage it across all levels of their organizations to sustain competitive advantage in the digital era. Customer Obsessed looks at customer experience with an eye toward business transformation, providing high-level insight into each business element that affects that experience. It offers more than outward-facing prescriptive actions, providing a whole company approach to redefine what it means to be customer-focused and achieve higher levels of success. See how some of today's biggest brands translate data into customer moments, design systems to recognize opportunities to interact, and keep everyone on the same page to deliver personalized experiences. The framework inside gives you all you need to create a customer-obsessed culture where you can: Prioritize people over technology to connect with employees, partners, and customers on a more powerful level Access every critical metric in your business from your phone, from anywhere in the world, through a simple dashboard Reach into the cloud and see customer sentiment, know how customers found your brand, and predict what will keep them engaged Lead with transparency to earn respect and support from your team and clarify executive decision making Create exceptional customer experiences with insights from a CEO who's been on the forefront of the cloud revolution and business transformation for 15 years. Through practical advice and real-world examples, Customer Obsessed provides a comprehensive road map to help you build a better, more innovative business. About the Author ERIC BERRIDGE is the CEO of Bluewolf, an IBM

Company, the leading global consulting agency for the cloud. As CEO, he drives the strategic direction of the firm, working with his executives and their teams to deliver extraordinary customer moments. He has more than 20 years of experience working with clients to improve business processes through enterprise technology solutions. He is a coauthor of *Iterate or Die*.