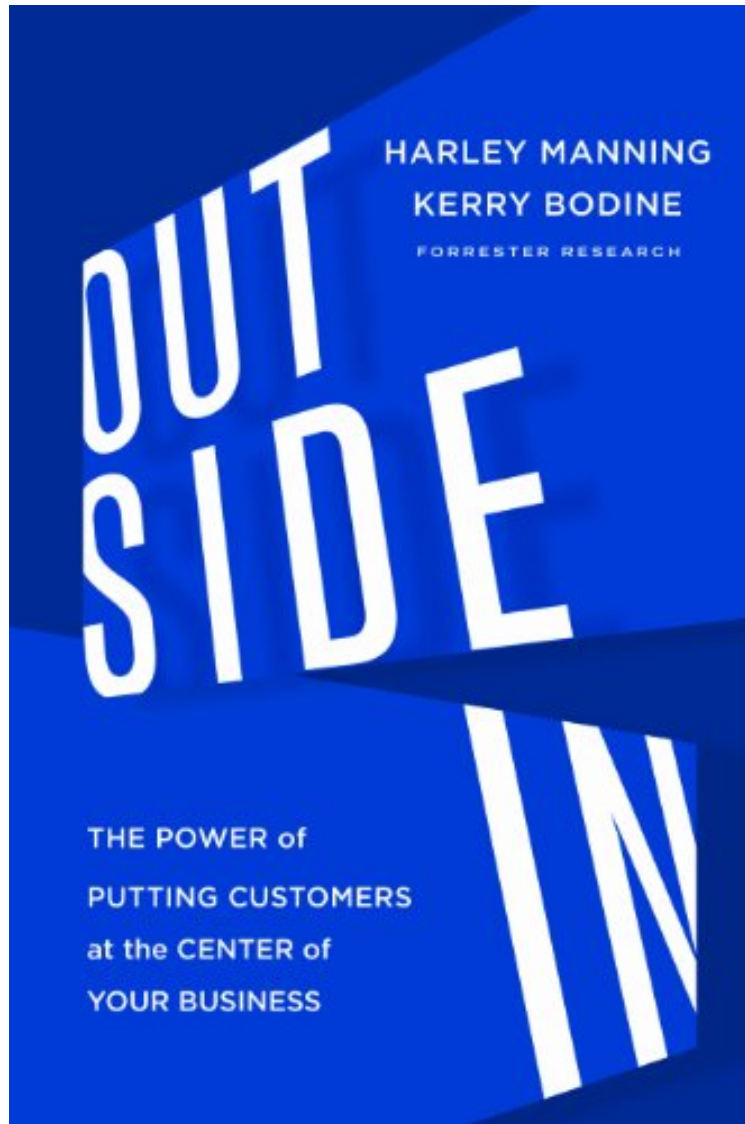


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Outside In: The Power of Putting Customers at the Center of Your Business

Harley Manning, Kerry Bodine
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Harley Manning, Kerry Bodine : Outside In: The Power of Putting Customers at the Center of Your Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Outside In: The Power of Putting Customers at the Center of Your Business:

14 of 14 people found the following review helpful. "Outside In" Provides Inside Road Map to Customer Experience SuccessBy Robert AdamsOutside In is a great book for businesses and other organizations who want to understand and utilize the power of customer experience. If your company has any kind of interaction (digital, over-the-phone,

face-to-face, or otherwise), you will benefit from applying the principles it contains to your business. But that's not why I bought the book. I'm taking a different perspective, that of a non-profit volunteer leader who wants to provide great GUEST services to our "customers." From my viewpoint, *Outside In* is an excellent guide to first introducing, and then providing a road map, for organizations who want to focus on providing a WOW! Guest experience program. As a student of Guest Experiences, I was well aware of the book before its publication, reading a sample chapter and following the discussion by its authors Harley Manning and Kerry Bodine on the Forrester blog. I pre-ordered it from Amazon, and was delighted when it showed up one day after the book's release. After skimming the contents, I promptly canceled the rest of my day's appointments and read the book through. I won't duplicate the table of contents here - that's what "Look Inside" is for. I'll just say that after one reading, I've begun to go back through with a pen and highlighter. The book is marked up, notes are in the margin, and it looks like a highlighter has run wild. It's that good - and a practical tool for your use. I will be using this in my own organization, putting it to use in a consulting role, and referring it to all my clients. Want to understand the Guest (er, customer) experience? Order it today, put it into practice tomorrow.

1 of 1 people found the following review helpful. must-to-read for any CX professionals
By AMAZON USER
This book will help you to understand why CX not being taken seriously by many companies, it will help you as well to establish a proper framework to build a strong Cx practice/maturity within any organization ... While I am reading I was able to justify many of challenges which faced me while working under this important function ... The book is a must-to-read for any CX professionals.

0 of 0 people found the following review helpful.
Customer Experience defined
By P. M. Lewis
Want to understand the difference between Customer Experience and Customer Service? If yes, read this book

What simple innovation brought billions in new investments to Fidelity? What basic misunderstanding was preventing Office Depot from achieving its growth potential? What surprising insights helped the Mayo Clinic better serve both doctors and patients? The solution in each case was a focus on customer experience, the most powerful and misunderstood element of corporate strategy today. Customer experience is, quite simply, how your customers perceive their every interaction with your company. It's a fundamental business driver. Here's proof: over a recent five-year period during which the SP 500 was flat, a stock portfolio of customer experience leaders grew twenty-two percent. In an age when customers have access to vast amounts of data about your company and its competitors, customer experience is the only sustainable source of competitive advantage. But how to excel at it? Based on fourteen years of research by the customer experience leaders at Forrester Research, *Outside In* offers a complete roadmap to attaining the experience advantage. It starts with the concept of the Customer Experience Ecosystem - proof that the roots of customer experience problems lie not just with customer-facing employees like your sales staff, but with behind-the-scenes employees like accountants, lawyers, and programmers, as well as the policies, processes, and technologies that all your employees use every day. Identifying and solving these problems has the potential to dramatically increase sales and decrease costs.