



Customer Experience For Dummies

By Roy Barnes, Bob Kelleher

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Customer Experience For Dummies By Roy Barnes, Bob Kelleher

Gain, engage, and retain customers with positive experiences

A positive customer experience is absolutely essential to keeping your business relevant. Today's business owners need to know how to connect and engage with their customers through a variety of different channels, including online reviews and word of mouth. *Customer Experience For Dummies* helps you listen to your customers and offers friendly, practical, and easy-to-implement solutions for incorporating customer engagement into your business plans and keep the crowds singing your praises.

The book will show you simple and attainable ways to increase customer experience and generate sales growth, competitive advantage, and profitability. You'll get the know-how to successfully optimize social media to create more loyal customers, provide feedback that keeps them coming back for more, become a trustworthy and transparent entity that receives positive reviews, and so much more.

- Gives you the tools you need to target customers more precisely
- Helps you implement new social and mobile strategies
- Shows you how to generate and maintain customer loyalty in order to achieve success through multiple channels
- Explains how a fully-engaged customer can help you outperform the competition
- Learn how to respond effectively to customer feedback

Your brand's reputation and success is your lifeblood, and *Customer Experience For Dummies* shows you how to stay relevant, add value, and win and retain customers.

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Customer Experience For Dummies By Roy Barnes, Bob Kelleher Bibliography

- Sales Rank: #388172 in Books
- Published on: 2014-11-17
- Original language: English
- Number of items: 1
- Dimensions: 9.20" h x .80" w x 7.40" l, .0 pounds
- Binding: Paperback
- 360 pages

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Editorial Review

From the Back Cover

Learn to:

- Move past “satisfaction” to engagement
- Measure the financial return of engaged customers
- Map your customer touchpoints
- Create measurable customer change

Gain, engage, and retain customers with positive experiences

If you're a businessperson, you know that creating a engaging customer experience is absolutely essential to keep your company relevant and top of mind. This book helps you listen to your customers and offers practical, easy-to-implement solutions for incorporating customer engagement into your business plans to attract loyal, happy customers.

- Dollars and sense — get down to the nitty gritty of customer engagement and grasp its financial impact on your overall business plan
- Channel your inner Magellan — map your customer's journey, design a captivating customer experience, and elicit an emotional response from your customers
- Utilize your customer engagement toolbox — manage customer feedback, foster dialogue, and assemble the right customer experience team
- All about the customer — discover customer experience metrics, measure performance, maintain alignment, and embed the customer in your culture

Open the book and find:

- Customer experience killers to avoid
- Positive ways to deal with an unhappy customer
- Guidance on defining your customer experience intent
- A four week plan to redesign your touchpoints
- Tips for managing a crack customer experience team
- Unbelievable capabilities of awesome customer advocates
- Ten things to do to improve your own experience delivery

About the Author

Roy Barnes is one of the leading authorities on Customer Experience Design and Performance Management. He has more than 25 years of experience delivering world class results in both the for-profit and non-profit sectors. **Bob Kelleher** is the author of Employee Engagement For Dummies and the Founder of The Employee Engagement Group.

Users Review

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Louise Wax:

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