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we try to provide
great service is
this: It enables us
to sell more,' says

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co-president Blake Nordstrom, great-grandson of the founder. 'The best way for our company to

achieve results is to do what's best for the customer.'

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paradigm shift and
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experiences. While
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experience joy,
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excitement, these feelings quickly shift to fear, doubt, and uncertainty as buyer's remorse sets in. Across all industries, somewhere between 20%-70% of newly acquired customers will stop doing business

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and as a result,
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identifies eight
distinct emotional
phases customers
go through in the
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a purchase. From
an impulse buy at
Starbucks to the
thoughtful
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house, all
customers have
the potential to
experience the
eight phases of the
customer journey.
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understand and
anticipate the
customers'
emotions, you can
apply a myriad of
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techniques -- in-
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continues to sell-
out their
conference year
after year - with
zero dollars spent
on marketing. By
surprising their
loyal fans with
amazing referral
bonuses (an all-
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to companies in
any industry and of
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employee count,
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of 25-100%.

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financial
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*(CE) is
becoming seen
as a key
component of
business
strategy, yet*

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practical
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to do can be
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guarantee goes
beyond merely
warranting a
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against
defects. It
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others are funny,
some are obvious,
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you think, some
are profound,
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will say "James,
you've added**

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space for both
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experiences with
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understandably
frustrated. But
it's worse for
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that can't
pinpoint the
causes of these
problems because**

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How To Design
B2B Customer
Experience And
Measure And
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Experience In
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Experience shows readers how to deliver the very best customer experience (often referred to as CX), within the business-to-business realm. Marketers have long known that emotions are important in driving our experiences, and

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the subject is now high on the agenda of B2B companies who want to deliver a 'wow' to their customers. Achieving this 'wow' factor helps organizations distinguish themselves from their competition, while simultaneously winning new business and

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clients. B2B*

*Customer Experience
is the essential
handbook that guides
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the process of
creating an
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experience. Intensely
practical in its
approach, B2B
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is divided into five*

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*parts to walk readers
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of planning,
mapping, And
structuring,
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effective customer
experience, all
bespoke for the B2B
environment. Clearly
argued and
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world examples, this*

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*text will help readers
understand critical
features including
the difference
between customer
experience, loyalty
and inertia; how to
use journey maps to
establish strengths
and weaknesses in
an organization, and
how to ensure that
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is the must-have text
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*Struggling to ensure
that the customer is
at the center of all
your business does?*

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guide to putting the
"customer" in
customer experience.*

*Not sure what that
means? Well, for
starters, too many*

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*executives believe
they are delighting
their customers. Why
wouldn't they think
that?! When they
focus on growth,
those customer
acquisition numbers
are pretty sweet, but
they don't tell the
real story.*

*Prioritizing customer
retention is critical.
But you can't just*

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*throw technology at
it, give it some lip
service, and call it a
day. Retention is
hard work! You've
got to understand
who your customers
are and what
problems they are
trying to solve or
what jobs they are
trying to do. Then
you've got to use that
understanding to*

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*design an experience
that helps customers
achieve their goals.*

*That's the key to
putting the customer
in customer
experience!*

*Ultimately, you need
to bring the
customer voice into
all meetings,
decisions, processes,
and designs. The
customer must be at*

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*the center of all you
do. After all, it's all
about the customer!*

*In this book, I cover
the three approaches
to customer
understanding:*

*surveys and data,
personas, and
journey mapping. I
could've written the
whole book about
journey mapping, but
there's so much more*

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business than
journey mapping.
The culture must
first be deliberately
designed to put the
customer at the
heart of the business.
And all foundational
elements of a CX
transformation must
be in place to make
that happen. With*

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that knowledge, read
this book and: Learn
about the three
approaches you must
use to understand
your customers, why
you must use them,
and how they work
together. Create an
action plan to ensure
insights gleaned
from these three
approaches are
implemented in your

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organization.

*Develop and assign
personas to your
customers in order to
better understand
their needs, goals,
problems to solve,
and jobs to be done.
Learn the difference
between touchpoint
maps and journey
maps and how
touchpoint maps can
still be a valuable*

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is called the
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Set up and facilitate
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makes it quite clear
that your business
has to focus on

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spent way too much
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endorsement. Read
the book instead. It's*

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so worth it.” —Paul
Greenberg, author of
CRM at the Speed of
Light “To
differentiate yourself
and delight your
customers, you must
manage your
customers’
experience with your
goods or services,
and your company.
This invaluable book
will show you why

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*you must do this, and
how to do it well.*

—Henry Chesbrough,
author of *Open
Innovation and
Professor at the Haas
School of Business,
University of
California Berkeley*
*“Technology
advances are raising
the human
expectation of what
an experience with a*

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*company can and
should be. Finally, a
book has been
written that
combines behavioral
psychological, micro-
economic, and
technological
considerations
defining the
customer experience
edge.” —Paul
D’Alessandro,
Partner, Pricewaterh*

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move from Customer
Experience 1.0 to
Customer Experience
2.0, organizations
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need a solid
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Reza, Vinay, and
Volker have created
a clear and concise
guide based on
global best practices
and proven*

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principles. If you are
ready to transform
your organization,
start by reading this
book.” —Lior Arussy,
President, Strativity
Group, and author of
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Strategy “The
Customer Experience
Edge is an excellent
book to gain insights
on how to leverage
customer experience

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*as a competitive
advantage. The case
studies serve as
recipes that can be
added to, modified,
or simply baked into
business plans to
improve or deliver an
exceptional customer
experience.” —Deb
Dexter, Customer
Service Director,
Cardinal Health*

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Globalization and
advanced
technologies have
given ever greater
power to the person
who decides if your
business will succeed
or fail—the customer.
Whether your
company serves
consumers or other
businesses, you can
no longer compete
on price and quality

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*alone. To gain profits
and market share,
you have to deliver
an experience that
makes customers
want to come
back—and that sets
you apart from the
competition. You
need to seize The
Customer Experience
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experience in*

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centric strategies
and technologies for
leading companies,
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bring you practical
and proven ways to
create your customer
experience programs
and overall business
strategies. The key is
to strike a balance
between programs
that are effective but*

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*prohibitively
expensive and
programs that fail to
dedicate enough
resources to be
effective. In the
middle ground lie the
tools that everyone o
verlooks—foundational and disruptive
technologies. These
are the authors' main
fields of expertise,
and these are what*

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*make the customer
experience*

profitable. The

*Customer Experience
Edge explains how to
combine strategy,
leadership,*

*organizational
change, and
technology to:*

*Develop products
and services that are
highly valued by
customers Form*

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*bonds that keep
clients from turning
to competitors*

*Transform customers
into your best*

*advocates It's a new
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*and customers are
keenly aware that*

*their loyalty is
valuable currency.*

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gives you a cost-

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paradigm of
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a market driven by
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you to develop
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shows you how to
transform your
organization into one
that aligns your
customers'*

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with platforms,
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Rather than treat
customer experience
as an add-on to
product and service
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discover how
experience-centricity
can drive the whole
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structure needed to
design and deliver
memorable
experiences.
Understand how
customers and
clients experience
products and*

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experiential DNA as
an extension of your
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customers will
insist on
experiences that
make their lives
significantly
easier and

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win their
business not by
just proclaiming
that customer
experience is a
priority but by
embedding a
customer focus
into every
aspect of their
operations.

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game and craft a
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We are in what
many call □The
Age of the
Customer.□

Customers are
empowered
more than ever
before and
demand a high
level of
customer
attention and

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service. Their
increasing
expectations
and demands
worldwide have
forced

organizations to
transform
themselves and
prepare for the
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history This
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that affect
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experience.

Based on the
research results,
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make a case for
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companies.
Using an
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the foundation
for CX not only
creates a more
sustainable
platform, but it
allows for a
faster and more
cost effective
way to enable
an organization
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must delight

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customers by exceeding service expectations is so entrenched that managers rarely even question it. They devote untold time, energy, and resources to trying to dazzle

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people and
inspire their
undying loyalty.
Yet CEB's
careful research
over five years
and tens of
thousands of
respondents
proves that the
"dazzle factor"
is wildly

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overrated—it simply doesn't predict repeat sales, share of wallet, or positive word-of-mouth. The reality: Loyalty is driven by how well a company delivers on its basic promises

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and solves day-
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problems, not
on how
spectacular its
service

experience
might be. Most
customers don't
want to be
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want an

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effortless
experience. And
they are far
more likely to
punish you for
bad service than
to reward you
for good service.
If you put on
your customer
hat rather than
your manager or

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marketer hat,
this makes a lot
of sense. What
do you really
want from your
cable company,
a free month of
HBO when it
screws up or a
fast, painless
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connection?
What about your
bank—do you
want free
cookies and a
cheerful smile,
even a personal
relationship with
your teller? Or
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experience to
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authors lay out
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data, shocking
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profiles of
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companies that
are already
using the
principles
revealed by
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results. And they include many tools and templates you can start applying right away to improve service, reduce costs, decrease customer churn, and ultimately generate the

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elusive loyalty that the “dazzle factor” fails to deliver. The rewards are there for the taking, and the pathway to achieving them is now clearly marked.

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Service is the new standard for creating a 5-star customer experience As much as

technology has improved our lives, for many people customer service experiences

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unnecessarily
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frustrating. But
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the advent of
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Service (DCS)
promises to
make these
interactions
seamless and
effortless by
creating

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experiences that occur entirely on a customer's own screen, even in situations where it is preferable to speak to an agent. Digital Customer Service: Transforming

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World traces the
evolution of
customer

service—as well
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expectations
and the
underlying

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psychology that
drives customer
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Customer
Service helps
business leaders
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critical priorities:
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excellent
experience for
customers that
increases
customer loyalty
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Driving down
the cost of
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interactions,
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Moving quickly
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toward the goal
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of "digital
transformation"
We have
discovered—in
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experience—that
t when
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can make
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progress toward
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get there. And
when you do,
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EVERYONE.
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