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Nota di contenuto	Cover -- Half Title Page -- Title Page -- Copyright Page -- Contents -- About the author -- Acknowledgements -- Publisher's acknowledgements -- Introduction -- Part 1 Customer experience in business -- 1 Does your customer experience happen by design or by accident? -- 2 Connecting with your customer to create a customer intelligent company -- 3 Emotions or how you feel and the customer experience -- Part 2 Customer experience in action -- 4 Where are you? What do you want to deliver? -- 5 How to plan the delivery of an improved customer experience -- 6 How to use customer journey mapping -- 7 How to design new and improved experiences -- 8 How to use measures to drive and deliver your experience -- 9 How small data can make the difference -- 10 How to build trust through experience -- 11 How to equip and support teams for success -- Index.
Sommario/riassunto	Customer Experience (CE) is becoming seen as a key component of business strategy, yet knowing the practical steps of what to do can be tricky. The Customer Experience Book helps you understand where you are now, what to do, and how to improve for your business. From Customer Journey Mapping to using Big Data, this is the ultimate Customer Experience manual for businesses, whatever the size of your company. Split into two parts, you'll discover: Why customer experience is so important in business - and how it applies to you How to use customer experience tools in your business - step by step

guides on how to use CX metrics and how to learn from them  
Alongside the theory and practical how-to guidance, there will be a  
range of examples of 'thinking differently' about everyday situations to  
engage the reader. Plus, with case studies from International  
Companies, readers will discover not only what works well but also the  
hard lessons they have learned. The Customer Experience Book  
shows you how to understand, measure and improve customer  
experience in your business, whatever your level.

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