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| Nota di contenuto | Copyright; What's the Future of Business?: Changing the Way Businesses Create Experiences; Contents; Business . . . Meet Design; 0: Total Recall; The Voice of the Empowered Customer; So what?; What are customers to align with if we don't first define it? What do we want them to be a part of?; Are You Experienced?; #InnovateorDie; 1: Sorry, we're Closed: How to Survive Digital Darwinism; Disruptive Technology Is a Catalyst for Change, Not the Reason; The question is at what point does emerging technology or new behavior become disruptive?; 2: The Journey of Business Transformation There's a Hero in Every One of UsThe Great Myth of Technology; This is the end of business as usual.; 3: Meet the New Generation of Customers . . . Generation C; So, how well do you know Gen Y? Let's find out . . .; Widening the View from Generation Y to Generation C; Different Times Call for Different Measures; 4: The New Customer Hierarchy; A New Era of Social Service: Promoting the Experiences of Customers; The Broken Link of Social Media Customer Service; But, if getting closer to customers is a key objective, why do many businesses neglect the first mile of customer experiences? |

Connecting the Dots in Social Media to Improve Experiences Answer this question: What is the experience you want customers to have?; 5: The DIM Light at the end of the Funnel; Funnel Vision: Without Awareness There Can Be No Consideration; The Cluster Funnel; 6: The Zero Moment of Truth; In the moment of truth, how do you fare and what shared experiences are awaiting your customer?; 7: The Ultimate Moment of Truth; The Ultimate Moment of Truth; Your work must focus on expressions, not impressions.; 8: Opening a Window into New Consumerism; Discovery Disrupted
Opening the Door to a New Generation of Connected Consumerism
Opening the Windows to Digital Influence; 9: The Dynamic Customer Journey; The importance of the influence loop cannot be overstated. It affects every stage of the journey, every moment of truth.; 10: Inside the Ellipse: Embarking on the Dynamic Customer Journey; Formulation (Stimulus); Role Model: TOMS; Precommerce (Zero Moment of Truth); Role Model: Giantnerd; Commerce (First Moment of Truth); If you think that product experiences are out of your realm of responsibility, think again.; Postcommerce (Ultimate Moment of Truth)
Role Model: Giffgaff11: Improving the UMOT to Optimize the ZMOT; 12: The Six Pillars of Social Commerce: Understanding the Psychology of Engagement; Hear No Evil. See No Evil. Speak No Evil.; However, the truth is that new media did not "invent" conversations, experiences, or opinions.; The A.R.T. of Engagement; The Psychology of Social Commerce; Heuristic Number 1: Social Proof-Follow the Crowd; Heuristic Number 2: Authority-The Guiding Light; Heuristic Number 3: Scarcity-Less Is More; Heuristic Number 4: Liking-Builds Bonds and Trust; Heuristic Number 5: Consistency
Heuristic Number 6: Reciprocity-Pay It Forward

Sommario/riassunto

Rethink your business model to incorporate the power of "user" experiences What's the Future of Business? will galvanize a new movement that aligns the tenets of user experience with the vision of innovative leadership to improve business performance, engagement, and relationships for a new generation of consumerism. It provides an overview of real-world experiences versus "user" experiences in relation to products, services, mobile, social media, and commerce, among others. This book explains why experience is everything and how the future of business will come do
