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Autore	Wiedenhofer Lars
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Descrizione fisica	1 online resource (XIII, 137 p. 67 illus., 5 illus. in color.)
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Soggetti	User interfaces (Computer systems) Human-computer interaction Customer relations - Management Software engineering Technological innovations Production management Business information services User Interfaces and Human Computer Interaction Customer Relationship Management Software Engineering Innovation and Technology Management Operations Management IT in Business

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Note generali	Includes index.
Nota di contenuto	<p>Chapter 1: The importance of acting today – getting digital experiences right is not optional -- Chapter 2: Opportunities to optimize the structure of the traditional digital engineering feedback loop -- Chapter 3: Digital customer experience engineering -- Chapter 4: The goals and guiding principles -- Chapter 5: Interactions with adjacent functions -- Chapter 6: The how-to guide – a collection of essential techniques -- Chapter 7: Useful tools for observability and insights -- Chapter 8: Key metrics for successful digital engineering and customer quality and observability -- Chapter 9: How to get started today.</p>
Sommario/riassunto	<p>Customer experience engineering applied to the engineering department is rare, but needed. Most companies keep support, UX, engineering, product, and CX separate. To address this gap, this book highlights roles and techniques that are proven to accelerate issue detection and prevention by 30% or more. With the author's vast experience in tech support, he has developed techniques and skills that allow engineers to gain customer insights faster and through new and insightful sources that are within their reach. You will develop a deep understanding of the impact of issues; understand and optimize the speed of the engineering feedback loop (issue resolution time); and develop the ability to calculate the cost of the issues or customer friction to the business (in aggregate and on a case-by-case basis). Organizations can save significant money and add additional revenue by addressing customer friction proactively in collaboration with product, engineering, and site reliability engineering (SRE) functions and reduce the average time of an issue resolution by 80%. The cross-functional leadership, mentoring, and engineering techniques you'll learn from this proactive stance are very valuable and teachable, and this book will show you the path forward.</p>