

1. Record Nr.	UNINA9910784617603321
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Titolo	Customer experience management [[electronic resource] ] : a revolutionary approach to connecting with your customers // Bernd H. Schmitt
Pubbl/distr/stampa	New York, : Wiley, c2003
ISBN	0-471-47397-9 1-282-65683-X 9786612656835 0-470-93044-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (259 p.)
Disciplina	658.8/12
Soggetti	Relationship marketing Customer relations Customer relations - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 231-233) and index.
Nota di contenuto	Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers; Preface; Acknowledgments; Contents; Chapter 1: Taking the Customer Seriously-Finally; Chapter 2: An Overview of the CEM Framework; Chapter 3: Analyzing the Experiential World of the Customer; Chapter 4: Building the Experiential Platform; Chapter 5: Designing the Brand Experience; Chapter 6: Structuring the Customer Interface; Chapter 7: Engaging in Continuous Innovation; Chapter 8: Delivering a Seamlessly Integrated Customer Experience; Chapter 9: Organizing for Customer Experience Management; Notes Index
Sommario/riassunto	In Customer Experience Management, renowned consultant and marketing thinker Bernd Schmitt follows up on his groundbreaking book Experiential Marketing by introducing a new and visionary approach to marketing called customer experience management (CEM). In this book, Schmitt demonstrates how to put his CEM framework to work in any organization to spur growth, increase revenues, and transform the image of your company and its brands. From retail

buying to telephone orders, from marketing communications to online shopping, every customer touch-point offers companies an oppor

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