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You Compare in Optimizing for Mobile Devices?; How Do You Compare in Using Segmented Email Campaigns?; How Do You Compare in Using Testing to Optimize Customer Experience?; How Do You Compare in Using Personalization to Be More Relevant?; How Do You Compare in Using Behavioral Targeting to Adapt to Visitor Browsing?; How Do You Compare to Organizations Using Marketing Automation? How Do You Compare to Those Having a Single View of the Customer across Online and Offline Touch Points?How Do You Compare in Using Predictive Analytics to Steer Content Targeting for Specific Customers?; Mapping People, Process, and Technology to the Customer Experience Maturity Model; Technology; People; Process; Where Are Organizations Investing?; What Must You Do?; Every Industry Has a Customer Experience Leader; Notes; Chapter 5 Making It Happen!; What Barriers Are Preventing You from Maturing?; Steps to Successfully Improve Marketing; Burning Platform Method of Organizational Change John Kotter's Eight-Step Model of Organizational ChangeTrapeze Theory Model of Organizational Change; Common Barriers to Increasing Maturity and How to Break Through; Barrier 1: Lack of Understanding Return on Investment (Early Stages); Barrier 2: Lack of Strategic Direction (Early Stages); Barrier 3: Lack of Resources, or How to Focus the Resources You Have (Early to Middle Stages); Barrier 4: Caught in a Technology Silo (Middle Stages); Barrier 5: Lack of Executive Buy-In (Middle Stages); Notes; Chapter 6 Stage 1-Initiate, and Stage 2-Radiate; The Initiate and Radiate Stages Objectives of Initiate and Radiate

Sommario/riassunto

"Marketing is going through a revolution that rivals the impact of Gutenberg's printing press. Customers are in control and marketers have become an unnecessary annoyance. Smart marketers have learned to think in new ways, use new technology, and apply new processes. They've moved to a higher level that achieves their business objectives while being more relevant to the customer. In this "age of the customer," a marketer's message must be personal, relevant, and accessible at all touch points throughout a customer's life cycle, both online and offline. This takes new ways of thinking and new processes to be relevant to individual customers, to be accessible through multiple online and offline channels, and to link digital goals and metrics to business objectives. It's a tough new world of marketing, but Owning the Customer Experience takes you inside this world to see how the winners are jumping ahead of their competitors. "--
