1.	Record Nr.	UNINA9910815928303321
	Autore	Freed Larry
	Titolo	Innovating analytics : word of mouth index--use the next generation of net promoter to increase sales and drive results / / Larry Freed
	Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, Inc., , [2013]
	ISBN	1-118-77949-5 1-118-77950-9
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (290 p.)
	Disciplina	658.8/72
	Soggetti	Consumer satisfaction Marketing research - Statistical methods Word-of-mouth advertising Internet marketing
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Nota di contenuto	Innovating Analytics: Word of Mouth Index-How The Next Generation of Net Promoter Can Increase Sales and Drive Business Results; Copyright; Contents; Introduction; Chapter 1: Customer Experience 2.0; Accelerated Darwinism; Chapter 2: NPS-What It Is and What It Does Well; Chapter 3: NPS-Fundamentally Flawed; Accuracy; Margin of Error; Oversimplification; Detractors Don't Always Detract, and Promoters Don't Always Promote; Where's the Growth?; Insufficient Information; Simple Is Just . . . Simple; Chapter 4: WoMI-The Next Generation of NPS WoMI Distinguishes between Positive Word of Mouth and Negative Word of Mouth Negative Word of Mouth; The WoMI Research Approach and the Validity of the Results; Phase 1: Fore See Independent Research; Phase 2: Initial Client Testing; Phase 3: Later Client Testing; WoMI Testing Results; The Discourage Question; Detractor Overstatement; NPS and WoMI Score Differences; Recommend and Discourage Scores; Continuing Implementation; In Virtually Every Industry, We See a Massive Overstatement of Detractors; Using WoMI with NPS; Chapter 5: The Four Drivers of Business Success; Customer Retention Purchased Loyalty Convenience Loyalty; Restricted Loyalty; Competitive Retention; True Loyalty; Upsell; Marketing-Driven Customer

Acquisition; Word-of-Mouth-Driven Customer Acquisition; Customer Intent and True Conversion Rate; True Conversion Rate; The Common Thread; Chapter 6: Why the Customer Experience Matters; Why Measure Customer Experience?; How to Measure the Customer Experience and Answer the Big Three Questions; How am I doing? What is my performance?; Where should I focus my efforts? Where will I get the largest return on my investment?

Why should I take action? Is the payback worth the effort?Measuring the Customer Experience at the Brand Level; 1. How am I doing?; 2. Where should I focus my efforts?; 3. Why should I take action?; Measuring the Customer Experience in Contact Centers; 1. How is iMicro doing?; 2. Where should iMicro focus its efforts?; 3. Why should iMicro take action and make these changes?; Measuring the Customer Experience in Stores; 1. How is Daisy Chain doing?; 2. Where should Daisy Chain focus its efforts?; 3. Why should Daisy Chain take action and make these changes?

Measuring the Customer Experience on Websites 1. How is the Daily Reporter doing?; 2. Where should the Daily Reporter focus its efforts?; 3. Why should the Daily Reporter take action and make these changes?; Measuring the Customer Experience with Mobile Experiences; 1. How is Rest Well doing?; 2. Where should Rest Well focus its efforts?; 3. Why should Rest Well take action and make changes?; How to Measure the Multichannel Consumer; Chapter 7: The Customer Experience Measurement Ecosystem; Behavioral Data; Getting Sticky; Mobile Complexity; Challenging Behavioral Metrics; Bounce Rate
Shopping Cart Abandonment

| Sommario/riassunto | How does a CEO, manager, or entrepreneur begin to sort out what defines and drives a good customer experience and how it can be measured and made actionable? If you know how well the customer experience is satisfying your customers and you know how to increase their satisfaction, you can then increase sales, return visits, recommendations, loyalty, and brand engagement across all channels. More reliable and more useful data leads to better decisions and better results. Innovating Analytics is also about the need for a comprehensive measurement ecosystem to accurately assess and improve the |