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Crafting the Customer Experience For People Not Like You: How to Delight and Engage the Customers Your Competitors Don't Understand

Kelly McDonald

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Kelly McDonald : Crafting the Customer Experience For People Not Like You: How to Delight and Engage the Customers Your Competitors Don't Understand before purchasing it in order to gage whether or not it would be worth my time, and all praised Crafting the Customer Experience For People Not Like You: How to Delight and Engage the Customers Your Competitors Don't Understand:

1 of 1 people found the following review helpful. Not only a must read, but a must DO! By Randi Neilson Crafting the Customer Experience for People Not Like You is an excellent business book that anyone marketing to consumers, or business to business, can benefit from. First, I appreciate Kelly McDonald's writing style. It is conversational so I felt talked with, not lectured or talked at. Her style is easy to understand and the real world examples she uses drive home her points in an understandable and meaningful way. Second, I learned a great deal from this book. There is a wide variety of people "not like me", not just race or ethnicity, but age, geography, sexual preference, and more, and that understanding their differences is key to successful marketing. As a marketing executive myself, I appreciated the discussion and examples given that drove home that the most important thing your business can do is understand what THEY want. It doesn't matter what I or my company thinks is right or cool or going to work or best for the customer. What matters is what THEY think about all these things. And to really, really listen to them. I also learned that the entire experience with the prospect or customer matters. Every single touchpoint - even after they become a customer. I will drive this message home to employees in every area of the company - even groups that don't think they are "responsible" for the customer. I would recommend this book to anyone in business. I hope Kelly writes more books about this subject matter.

1 of 1 people found the following review helpful. A good solid read with some new ideas we can use... By Larry Schneiderman My daughter heard the author speak at a convention and bought me the book for my birthday. I wondered how a book could have something new on customer service/experience, but it did. It's an easy read and it's practical. I've bought additional copies for some associates at our company.

1 of 1 people found the following review helpful. Saw her @ a convention - HAD to buy the ... By TxGurl13 Saw her @ a convention - HAD to buy the book. Come in handy especially in my work area.

Deliver a better business experience, for every kind of customer A "one-size fits all" approach to customer service is no longer viable. Businesses competing on service need to understand and cater to customers' racial, ethnic, religious, generational, and geographic differences in order to meet or exceed customers' service expectations. Crafting the Customer Experience to People Not Like You shows how companies, brands, and products struggling to differentiate themselves in a sea of sameness can foster long-term loyalty and brand preference with exceptional and customized customer service. A detailed guide to core customer groups including women, the five generations (matures, Boomers, Gen X, Gen Y and Gen Z), racial and ethnic segments, such as Hispanics and African-Americans, as well as those who are defined by key lifestyle and life-stage attributes Includes consumer insights that will help business leaders deliver a better business experience with every customer You cannot control the economy, the stock market or the costs of goods and labor. But you can control your organization's customer service. It's an empowering thought. Customer service is 100% in your control at all times and it's more important than ever.

From the Inside Flap A "one size fits ALL" approach to customer service is no longer a viable option. Crafting the Customer Experience for People Not Like You shows how companies, brands, and products struggling to differentiate themselves in a "sea of sameness" can foster long-term loyalty and brand preference with exceptional and customized customer service. Crafting a customer experience that caters to people not like you will bring in new customers and create a competitive advantage over companies that fail to recognize their customers' diversity. It increases customer loyalty and gives you a greater understanding of your customer groups, opening new thinking on ways to surprise and delight them. Crafting the Customer Experience for People Not Like You offers step-by-step, enlightened advice, including: A detailed guide to core customer groups including women, the five generations (matures, Boomers, Gen X, Gen Y, and Gen Z), racial and ethnic segments, such as Hispanics and African Americans, as well as those who are defined by key lifestyle and life-stage attributes Consumer insights that will help business leaders deliver a better business experience to every customer How to train employees to serve customers who are not like them, lest they harm your business Seven principles for creating an inclusive and inviting customer experience for every consumer group With this book's guidance, you can master the customer experience.

From the Back Cover People are more diverse than ever before, and our differences manifest themselves in a number of ways. It may mean differing expectations about the speed of getting information - within seconds or by the end of the day. It may mean differing preferences for communication - text versus a phone call or face-to-face meeting. Even racial, ethnic, religious, generational, and geographic differences come into play when satisfying customers' service expectations. Crafting the Customer Experience for People Not Like You shows you how to break the "one size fits all" habit and why a customized approach to customer experience works best for growing business, generating loyalty, and creating "brand ambassadors." Companies and brands are struggling to differentiate themselves in a "sea of sameness," and the easiest way to foster long-term loyalty and brand preference is through exceptional customer service. Business owners cannot control the economy, the stock market, or the cost of goods and labor. But you can control customer service. It's an empowering thought. The one thing that is 100 percent in your control at all times is also more important than ever. Crafting the Customer Experience for People Not Like You will show you how to deliver a better business experience with every customer. Show each of your customers that you understand them - that you get them - and they'll show you the love, too.

About the Author KELLY McDONALD is the president of an award-

winning advertising and marketing firm, and has been featured on CNBC, in BusinessWeek, CNN Money.com, and SiriusXM Radio. Her clients include brands such as Toyota, Sherwin-Williams, State Farm Insurance, MillerCoors, and Harley-Davidson. In 2009, Advertising Age named McDonald Marketing one of the Top Ad Agencies in the U.S. across all disciplines. She is the author of How to Market to People Not Like You: "Know It or Blow It" Rules for Reaching Diverse Customers, which reached number 7 on the Inc. magazine list of bestselling business books for 2011.