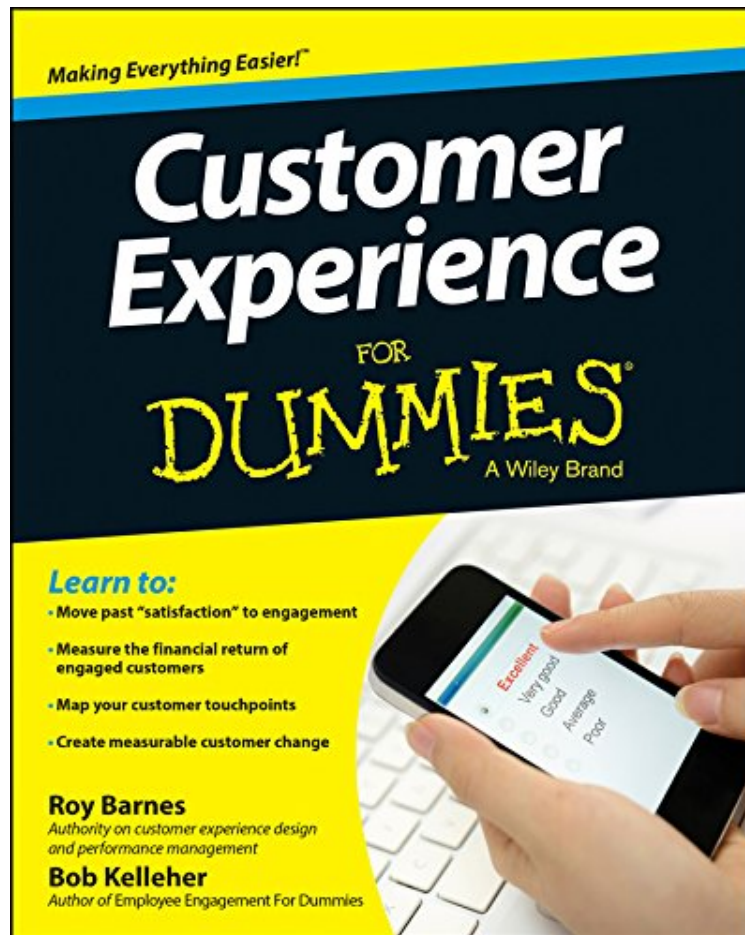


# Customer Experience For Dummies

Roy Barnes, Bob Kelleher

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**Roy Barnes, Bob Kelleher : Customer Experience For Dummies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer Experience For Dummies:

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Gain, engage, and retain customers with positive experiences A positive customer experience is absolutely essential to keeping your business relevant. Today's business owners need to know how to connect and engage with their customers through a variety of different channels, including online reviews and word of mouth. Customer Experience For Dummies helps you listen to your customers and offers friendly, practical, and easy-to-implement solutions for

incorporating customer engagement into your business plans and keep the crowds singing your praises. The book will show you simple and attainable ways to increase customer experience and generate sales growth, competitive advantage, and profitability. You'll get the know-how to successfully optimize social media to create more loyal customers, provide feedback that keeps them coming back for more, become a trustworthy and transparent entity that receives positive reviews, and so much more. Gives you the tools you need to target customers more precisely Helps you implement new social and mobile strategies Shows you how to generate and maintain customer loyalty in order to achieve success through multiple channels Explains how a fully-engaged customer can help you outperform the competition Learn how to respond effectively to customer feedback Your brand's reputation and success is your lifeblood, and Customer Experience For Dummies shows you how to stay relevant, add value, and win and retain customers.

From the Back Cover Learn to: Move past "satisfaction" to engagement Measure the financial return of engaged customers Map your customer touchpoints Create measurable customer change Gain, engage, and retain customers with positive experiences If you're a businessperson, you know that creating an engaging customer experience is absolutely essential to keep your company relevant and top of mind. This book helps you listen to your customers and offers practical, easy-to-implement solutions for incorporating customer engagement into your business plans to attract loyal, happy customers. Dollars and sense — get down to the nitty gritty of customer engagement and grasp its financial impact on your overall business plan Channel your inner Magellan — map your customer's journey, design a captivating customer experience, and elicit an emotional response from your customers Utilize your customer engagement toolbox — manage customer feedback, foster dialogue, and assemble the right customer experience team All about the customer — discover customer experience metrics, measure performance, maintain alignment, and embed the customer in your culture Open the book and find: Customer experience killers to avoid Positive ways to deal with an unhappy customer Guidance on defining your customer experience intent A four week plan to redesign your touchpoints Tips for managing a crack customer experience team Unbelievable capabilities of awesome customer advocates Ten things to do to improve your own experience delivery About the Author Bob Kelleher is a leading author, speaker and founder and CEO of the Employee Engagement Group. He has authored the best selling *Louder Than Words: 10 Practical Employee Engagement Steps That Drive Results*, *Creativeship*, *A Employee Engagement Fable*, *Employee Engagement for Dummies*, and *I-Engage*, *Your Personal Engagement Roadmap*. In addition, he has co-authored *Customer Experience for Dummies*, with Roy Barnes. A noted thought leader and in-demand consultant and keynote speaker, Bob travels the globe sharing his award-winning programs and insights on employee engagement, leadership, and workforce trends. His best practices are culled from his years researching and consulting with "best-in-class" companies, along with his work as Chief Human Capital officer of a Fortune 500 professional services firm and Chief Operating Officer and EVP of Organizational Development of an international consulting firm. Visit [EmployeeEngagement.com](http://EmployeeEngagement.com) and [BobKelleher.com](http://BobKelleher.com) for more information.