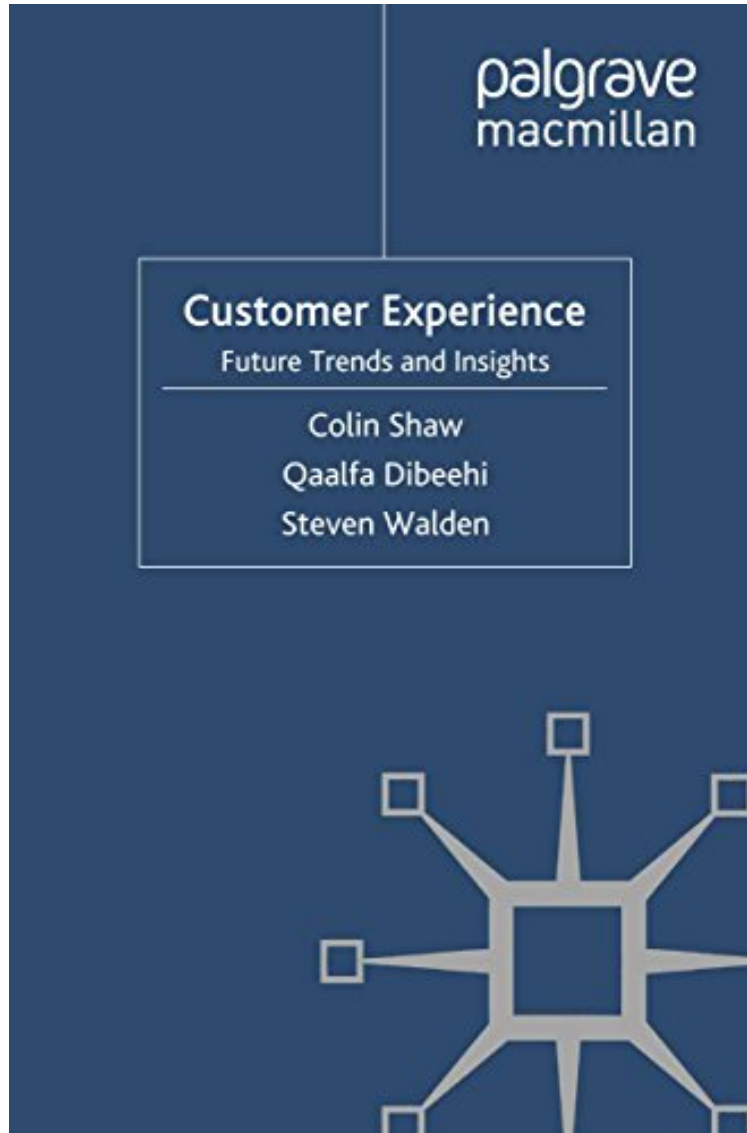


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## Customer Experience: Future Trends and Insights

*Colin Shaw, Qaalfa Dibeehi, Steven Walden*  
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**Colin Shaw, Qaalfa Dibeehi, Steven Walden : Customer Experience: Future Trends and Insights** before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer Experience: Future Trends and Insights:

0 of 1 people found the following review helpful. If you want to know about the Customer Experience and where it's going, this is your book.By Terri LivelyColin Shaw and his team do a great job of helping you understand what is going to be the future of the customer experience.If you want to gain some insight into how you can improve your experience and how important that will be to your organization, then buy this book as well as his others.6 of 6 people found the following review helpful. Good, but not greatBy Michael RuckmanThe book gives an overview of what the

authors call experience psychology (how psychological theory and practice can be used to improve a customer's perception about your experience) and advances the premise that this is the key to understanding your customer. Through it, they give examples (top 10) of how the psychology of an experience, rather than the items we buy, impact on its value. While high in theoretical content, the book provides a good overview of trends for any reader interested in customer experience knowledge. The research examples such as interview techniques and neuroscience overview will be of interest to anyone in the field. The book seeks to expand on their previous work, tying it to future trends (social networking, neuroscience), at times seeking to reference them back to their idea of emotional signature. In the process, it comes across as somewhat disorganized and randomly structured. The book lacks an overview or references to the "4 Clusters" of the customer experience which was covered in the first book, instead it introduces three trends shaping the future of customer experience. It devotes a whole section to social media as a new channel to market (and "community marketing") with a needs-based approach to analyzing, without much of a roadmap for applying.

Customer Experience is now the key differentiator as consumers and businesses alike decide among competing brands. The authors explore growing trends in Experience Psychology, Social Media and Neuroscience and their impact on Customer Experience that businesses need to understand to gain preference, loyalty and market share.

'Beyond Philosophy have been pioneers in defining the Customer Experience. This book reinforces their Thought Leadership position. It is a must read!' - Ivan Mainprize, VP Customer Experience, Membership Travel Services International, American Express 'I get a lot of companies wanting to talk to me about Customer Experience. There is only one company I would talk to, the Thought Leaders, Beyond Philosophy. Why accept second best?' - Bob Black, Managing Director, TNT, Australia 'We have worked with Beyond Philosophy for a number of years. Why? This book reinforces why. They are Thought Leaders and understand Customer's emotional drivers.' - Laree R. Daniel, Senior Vice President, Customer Assurance Organization. Aflac. 'Once again Beyond Philosophy demonstrates their thought leadership in the field of Customer Experience. An insightful book which shows us the future.' - Charmaine McDonald Senior Vice President, Customer Success. Clinical Solutions McKesson 'Following on from their previous groundbreaking books Beyond Philosophy Thought Leaders, Colin Shaw, Qaalfa Dibeehi and Steven Walden, now turn their attention to the future of Experience offering unique insights and ideas. The ideas on neuroexperience in particular are thought-provoking and consistent with the expected sea change towards individualised advertising and communication - this book reflects what's happening now at the crux of neuroscience and business.' - Professor Gemma Calvert, Co-Founder, Neurosense Limited Chair of Applied Neuroimaging, University of Warwick, UK 'Read it and take action. This is cutting-edge.' - Subhra Das, Senior Vice President, du ( Emirates Integrated Telecommunications Company PJSC) 'Great brands simply make a promise and then keep that promise. You make promises through advertising, promotion sponsorships. Beyond Philosophy's unique proprietary methodologies help you deliver on your promise ruthlessly consistently across ev... About the Author COLIN SHAW is the CEO and Founding Partner of Beyond Philosophy. His background encompasses more than 20 years of working with some of the world's largest organizations culminating in his role as SVP of Customer Experience. As a sought after speaker, consultant, and executive coach, Colin has a very interactive style that uses thought provoking questions, humor and real life anecdotes. He is the author of three best-selling books on Customer Experience. QAALFA DIBEEHI is the Chief Operating and Consulting Officer with Beyond Philosophy and has earned Master's Degrees in International Business and Management, Statistics, Psychology, and Health Administration. He has won awards as a university professor and has 18 years of senior level expertise in the Customer Experience. Qaalfa is an experienced keynote speaker, and has been published in a variety of white papers, magazine and journal articles. STEVEN WALDEN has a Masters in Strategic Marketing focusing on segmentation methodologies and is Beyond Philosophy's Senior Head of Research and Consulting. With strong links to several leading business schools and 14 years of consulting expertise, Steven is a recognized expert in understanding how to use the emotions and the subconscious mind of clients and consumers to generate value and the application of value-in-use to experience.