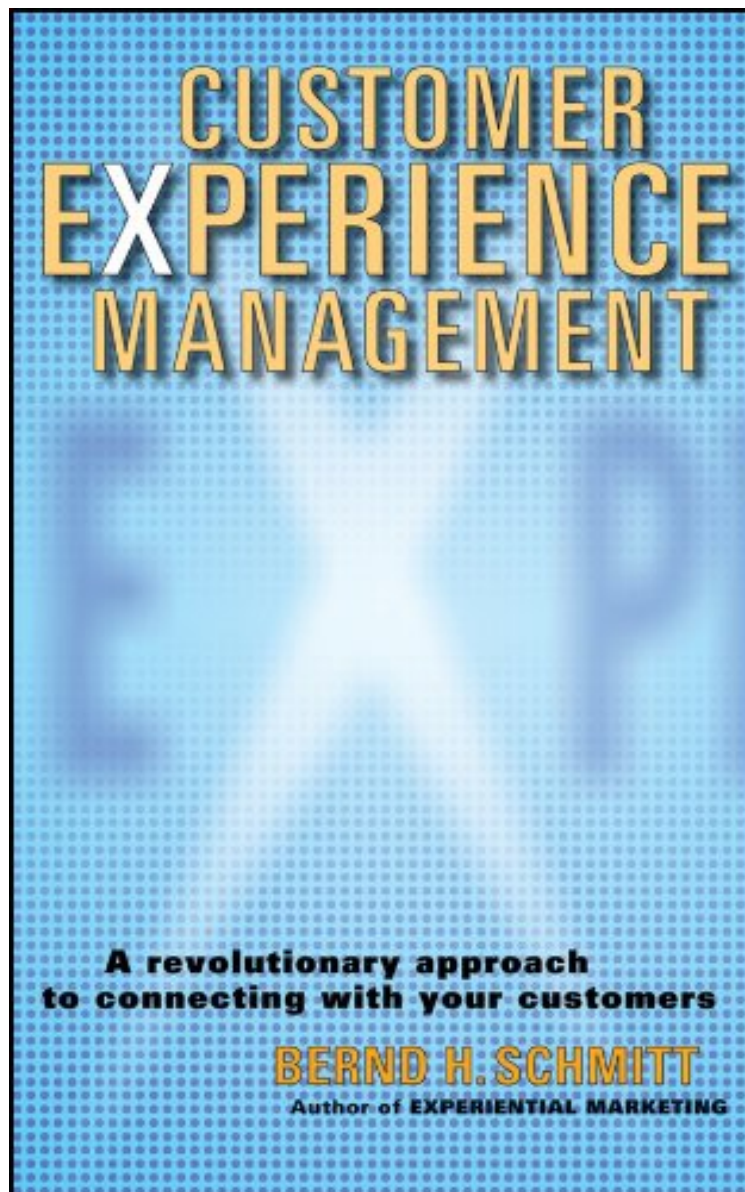


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Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers

Bernd H. Schmitt

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Bernd H. Schmitt : Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers:

3 of 3 people found the following review helpful. Basic intro to customer experience, a bit dated
By Anonymous
I bought this book along with several others in order for a project at work around redesigning the customer experience. This book is already a bit "old" (5 years) in that it doesn't address the huge world of the internet and pervasive connectivity. I found it basic and skimmed over much of it. I would have appreciated more "worksheets" and templates like some other titles (like "managing the customer experience" by Smith Wheeler). The author's examples and work history give color and insight into the themes but it seemed like it just took up space that could otherwise have gone to more thoughtful content. If this is your first book on the topic, go for it. If you are building on your knowledge of this topic, skip it. Nothing new or earth shattering here and it's not the strongest "primer" on the topic out there.
1 of 1 people found the following review helpful. Migrate to Customer Experience
By Lynn Hunsaker
Essential input on why CRM, customer advocacy, satisfaction, retention, and relationship marketing programs need to migrate to Customer Experience Management as the holistic method of achieving customer-centricity. The one thing I'd like to see more of in this book is B2B examples. Quick read and great overview of what CEM really is, and lots of examples provided. For a quick read on driving progress of customer programs I also recommend this book with step-by-step tips: Metrics You Can Manage For Success and Customer Experience Improvement Momentum.
0 of 0 people found the following review helpful. It is not as current as I would like it to be as I am sure the job ...
By Customer
Very helpful. Could use more diagrams and charts. It is not as current as I would like it to be as I am sure the job description has morphed quite a bit since 2003.

In Customer Experience Management, renowned consultant and marketing thinker Bernd Schmitt follows up on his groundbreaking book *Experiential Marketing* by introducing a new and visionary approach to marketing called customer experience management (CEM). In this book, Schmitt demonstrates how to put his CEM framework to work in any organization to spur growth, increase revenues, and transform the image of your company and its brands. From retail buying to telephone orders, from marketing communications to online shopping, every customer touch-point offers companies an opportunity to maximize the customer experience and establish a bond that will never be broken. Customer Experience Management introduces the five-step CEM process, a comprehensive tool for connecting with customers at every touch-point. This revolutionary marketing guide provides cases of successful CEM implementations in a wide variety of consumer and B2B industries, including pharmaceuticals, electronics, beauty and cosmetics, telecommunications, beverages, financial services, and even the nonprofit sector. A must-read for senior executives, marketing managers, and anyone who wants to drive growth, increase income, and spur organizational change, *Customer Experience Management* demonstrates the power of collecting truly relevant customer information, developing and implementing winning strategies, and measuring their results.

"...demonstrates the power of collecting truly relevant customer information..." (Managing Information, January/February 2004)
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From the Inside Flap
From retail buying to telephone orders, from marketing communications to online shopping, every customer touch-point offers your company an opportunity to maximize the customer experience and establish a bond that will never be broken; another opportunity for customer experience management (CEM). In his acclaimed bestseller *Experiential Marketing*, renowned consultant and marketing thinker Bernd Schmitt explained why companies that focus on the customer experience are among the most successful and profitable organizations in the world. In *Customer Experience Management*, he shows you how to put CEM to work in any organization to spur growth, increase revenues, and transform the image of your company and its brands. This revolutionary marketing guide introduces the five-step CEM process that you can use to connect with your customers at every touch-point. It provides cases of successful CEM implementations in a wide variety of consumer and B2B industries, including pharmaceuticals, electronics, beauty and cosmetics, telecommunications, beverages, financial services, and even the nonprofit sector. These cases demonstrate how CEM offers powerful solutions for virtually any type of business challenge and enables managers to:
Gain original insight into the customer's world
Develop an experiential strategy platform
Create a unique and vivid brand experience
Provide dynamic interactions at the customer interface
Innovate continuously to improve customer's lives
This provocative treatise provides new insight into perennial marketing and management issues such as segmentation and targeting, positioning, branding, service, and innovation. It also offers a clear and convincing critique of other customer-based paradigms, including traditional marketing, customer satisfaction, and customer relationship management (CRM). It explains why each of them fails to provide genuine focus on the customer and why the CEM framework is the only approach to date that makes a company and its brands relevant to the customer's life. *Customer Experience Management* also demonstrates the power of collecting truly relevant customer information, developing and implementing winning strategies, and measuring their results. It's a must-read for senior executives, marketing managers, and anyone who wants to drive growth, increase income, and spur organizational change.