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# On Purpose: Delivering a Branded Customer Experience People Love

*Shaun Smith, Andy Milligan*

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**Shaun Smith, Andy Milligan : On Purpose: Delivering a Branded Customer Experience People Love** before purchasing it in order to gauge whether or not it would be worth my time, and all praised On Purpose: Delivering a Branded Customer Experience People Love:

2 of 2 people found the following review helpful. A call to action for leaders in every organization By Joseph Wheeler Full disclosure, Shaun and I co-authored *Managing the Customer Experience* in 2002 so I write this review with an obvious bias. For me *On Purpose* is an important contribution to our field, not just for the penetrating insights,

examples and answers it provides, but for the question it poses to leaders of organizations everywhere. If you read one chapter, read "Purposeful Leadership". Do leaders in your organization show the way? Do they lead with behaviors that back up their words? The high performing employees your company wants to attract are interested in both a great career and making a contribution. For me, "On Purpose" is the blueprint that ensures an organization's "grasp" will in fact surpass its "reach".. I highly recommend it.1 of 1 people found the following review helpful. A different approach to CX (Customer Experience)By Sampson LeeMy review could be biased. For two reasons. One, Shaun Smith is a personal friend of mine. Two, his idea to associate customer experience (CX) to brand is what I strongly agree with. Nowadays, CX is a hot topic in the business world and to make customers happy and wow them are what most enterprises trying to achieve. However, it is really uncommon to have someone like Shaun to put brand as such a crucial place in CX. He has been the pioneer of this balanced approach between brand and customer since 2002 with his first book, "Managing the Customer Experience"; and continuously and consistently preaching that idea with his other books such as "Uncommon Practices"; and "Bold"; and particularly the latest, "On Purpose."If you are a CX professional or executive, this book will be perceived differently than the other CX books in the market. It is not about wowing customers. It's about differentiating your brand from rivals. It does not only offer a different point of view that delivering a branded experience is the ultimate path to drive business result (and customer satisfaction) and supported with updated business cases and the interviews with senior executives of reputable brands, it renders you a practical and step-by-step approach to plan and implement your CX initiative. Be frank, it is not rocket science or anything that would surprise you, but it would help you to create an effective and branded customer experience with minimal resource.0 of 0 people found the following review helpful. On Purpose explains Why? Read this book!By KariI loved reading this book. "On Purpose" continues from where "Bold" finished and it goes along with Simon Sinek's "Start With Why".The book helped me to understand how important it is for companies and other organizations to remember their roots. The inspired business cases make this book even more fun to read. The cases also prove nicely how important it is for employees and customers to "feel" the real identity of the organization. The book also points out how to keep focus and follow the purpose even the there is a lot of turbulence around.I'm more convinced, that it will be vital to show and explain the real purpose of our organization to those young talents who we want to attract and keep within the company. Shaun Smith and Andy Milligan have succeeded to explain how to keep the business, organization and employees on the right track in this turbulent world. I recommend this book to every business manager.

Brands growing rapidly have a clear sense of purpose and the value they bring to their customers and employees. On Purpose is a practical guide to executing business purpose successfully by delivering a branded customer experience people love. It presents a framework for success based on being clear about your brand purpose and promise so you can achieve exceptional results through exceptional experiences. It provides the tools for brands to stand out by defining, designing and delivering distinctive, valuable customer experiences across multiple channels.Because purpose is what you do, not what you claim, On Purpose helps you act on your business purpose by showing you how to make your brand stand out. Each chapter illustrates how to succeed in a specific channel by presenting interviews with purpose-driven leaders such as Vernon Hill (Metro Bank), John Forrest (Premier Inn) and Gav Thompson (giffgaff) and case studies of companies including:- Altro- Barclays Bank- Best Western- citizenM- IKEA- Lego- Liberty Global Business Services- London 2012 Olympics- Lush- Nissan- O2- Timpson- Zappos

"[S]pells out what it means to create a distinctive customer experience - taking customer service from the tactical to the truly strategic."