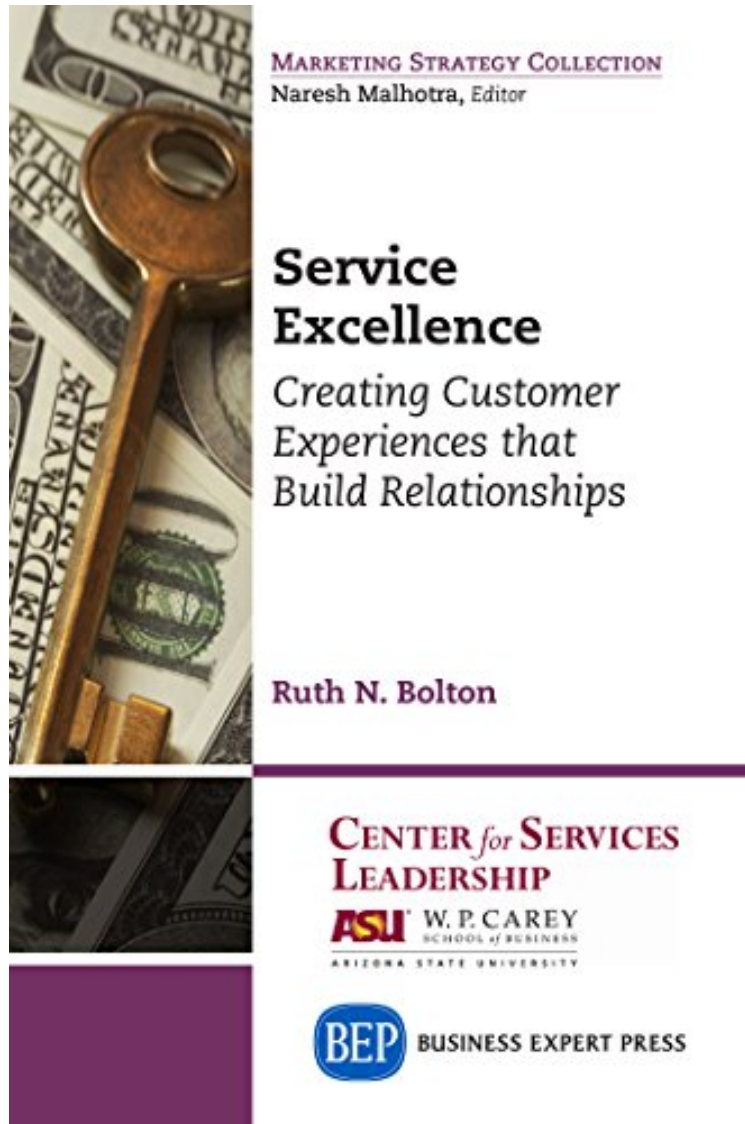


(Read free) Service Excellence: Creating Customer Experiences that Build Relationships (Marketing Strategy Collection)

Service Excellence: Creating Customer Experiences that Build Relationships (Marketing Strategy Collection)

Ruth N. Bolton

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Ruth N. Bolton : Service Excellence: Creating Customer Experiences that Build Relationships (Marketing Strategy Collection) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Service Excellence: Creating Customer Experiences that Build Relationships (Marketing Strategy Collection):

1 of 1 people found the following review helpful. Easily accessible customer serviceBy LeslieHaving read an article in Forbes on Ms. Bolton's "Service Excellence" that offered positive guidance for modern customer

service challenges, I decided to review the book myself. As a member of a customer service organization, I am always looking for ways to turn challenges into opportunities. I found Ms. Bolton's observations, case studies, and practical examples not only helpful but timely. The book, while geared to managers, is easily accessible to anyone interested in providing a better customer service experience that, in turn, increases the bottom line and return on investment. Just as writers must know their audiences, companies must know their customers. One-size doesn't fit all. Ms. Bolton highlights how personalizing the customer experience is a critical strategy in not just building customer relationships but in keeping a company successful/profitable. This fact is especially true of companies/industries that deliver near real-time products for consumption (definitely read Chapter 7 for some guidance here). "Service Excellence" is a quick and valuable read!

The Customer Experience is the sensory, cognitive, emotional, social and behavioral dimensions of all activities that connect the customer and the organization over time across touch points and channels. It encompasses all activities involving the customer where the organization is the focal object, including pre-purchase activities (such as exposure to a website ad), and purchase, consumption, and engagement behaviors (blogging, sharing photos). This book analyzes the challenges of creating excellent customer experiences, including the management of technology and new media. It describes how customers co-produce and co-create their experiences, and how these activities influence business revenues and costs. The book takes a deep dive into the psychology of customers, revealing the conceptual building blocks of customer experiences and how they build relationships over time. These ideas provide a business perspective on how to manage relationships with customers to generate cash flows and profitability, including the role of pricing.

About the Author Ruth N. Bolton is professor of marketing at the W.P. Carey School of Business, Arizona State University. She previously served from 2009-2011 as the executive director of the Marketing Science Institute, a not-for-profit organization that brings together leading marketing academics and business professionals. Dr. Bolton has written over 80 articles and has frequently presented her work at international conferences. She is the 2016 recipient of the AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award.