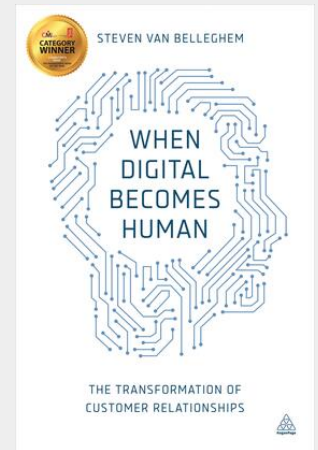


When Digital Becomes Human

The Transformation of Customer Relationships

WINNER: CMI Management Book of the Year Awards 2016 - Commuter's Read Category
In an age when customers have access to vast amounts of data about a company, its product and its competitors, customer experience becomes increasingly important as a sustainable source of competitive advantage. But success doesn't just rely on digital engagement and excellence, but also on combining a digital-first attitude with a human touch. In *When Digital Becomes Human*, Steven Van Belleghem explores and explains the new digital relationships. Packed with global examples from organizations that have successfully transformed their customer relationships, such as Amazon, Toyota, ING, Coolblue, Nike and Starbucks, *When Digital Becomes Human* presents a clear model that companies can easily implement to integrate an emotional layer into their digital strategy. This guide to combining two of a business's most important assets - its people and its digital strengths - covers the latest issues in digital marketing and customer experience management, including omnichannel and multichannel experiences, big data and predictive analytics, privacy concerns, customer collaboration (ie crowdsourcing) and more.



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