Cleveland

Leading the Customer Experience

How to Chart a Course and Deliver Outstanding Results - (TalkDesk US)

Many organizations and leaders struggle to respond effectively to fast-evolving customer expectations driven by innovations in products, services and technologies such as AI and mobile. Failing to build the necessary strategy, culture and processes, they suffer from high costs, dissatisfied customers and brand damage. The mandate to get customer experience right is real and urgent. Leading the Customer Experience is a guide to shaping experiences that win loyalty and deliver outstanding business results. It provides a bold, step-by-step approach that will get you and your team pointed in the right direction. And equipped to make sound decisions along the way. Leading the Customer Experience is easy to understand and imminently practical. It is based on the author's extensive experience both as a founding partner of one of the world's most influential customer management organizations, and his work with B2B and B2C organizations in the private and public sectors. The author's down-to-earth explanations cut through jargon and clutter, while stories and examples bring important principles to life. Leading the Customer Experience is relatable to anyone leading, managing or aspiring to better understand customer experience.

27,28 € (inkl. MwSt.)
27,28 € (zzgl. MwSt.)

29,43 € (inkl. MwSt.)
27,50 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781398605589
Medium: Buch
ISBN: 978-1-3986-0558-9
Verlag: Kogan Page
Erscheinungstermin: 03.05.2021
Sprache(n): Englisch
Auflage: 1. Auflage 2021
Produktform: Kartoniert
Gewicht: 430 g
Seiten: 280
Format (B x H): 165 x 235 mm