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The Customer Experience Edge: Technology and Techniques for Delivering an Enduring, Profitable and Positive Experience to Your Customers (Business Books)

Reza Soudagar

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Reza Soudagar : The Customer Experience Edge: Technology and Techniques for Delivering an Enduring, Profitable and Positive Experience to Your Customers (Business Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised *The Customer Experience Edge: Technology and Techniques for Delivering an Enduring, Profitable and Positive Experience to Your Customers (Business Books)*:

2 of 2 people found the following review helpful. Experienced Authors, IT Slant, Strategy Focussed, Weak Process Walk through. By Perchingtree I.Einstein said every year "The questions are the same, the answers are different and you cannot solve a problem with the mindset that you created it". The book starts on this premise that the business problems are same i.e customers are demanding more and those who ignore this reality risk oblivion, customer experience edge is the new normal. Obviously, if you are new to this concept altogether, you will soon realize halfway through the book that you were kinda locked in your box and unable to see the world from this new rapidly developing point of view. When you want to learn, you will never find a single author, a single course or a single experience that will teach you all. So you will have to approach the learning from different perspectives. Forums such as and the the social media are forcing authors and schools to adapt to ensure that they are creating a new customer experience edge by understanding that readers want a holistic experience in learning properly structured in a pedagogical manner. If the authors are paying attention, they will use this feedback to improve the future editions as I believe they are extremely knowledgeable and need to design a better customer edge experience for their audience. The authors have built in several case studies that explain how other companies implemented this process primarily using an IT system and base their premise on the fact that IT Integration is the only way to achieve excellence in creating customer experiences. While an IT system definitely makes it easier to connect the dots, there are simpler ways of achieving this when you dont have the budget for an integrated ERP solution. The book briefly touches on the hands on diagnostics and implementation process but I am sure that audience wants to read more on the "nuts and bolts walkthrough" rather than the philosophical approach of the text. I also must state that no body can do justice to the implementation process in a single book so perhaps more books will have to be written around this subject by the authors. On this note, this is a great reading and the audience of the current edition will have to search for more detailed answers elsewhere. Here are my notes on the actual nuts and bolts of the implementation process. 1. Understand the objectives, limit the scope and start off on a pilot in one area before you undertake the whole company's transformation (unless of course you are a small business) 2. Map the current state processes using business process mapping. Identify, customer touch points, hand over points, compliance gateways touchpoints, systems touchpoints (IT systems). Carry out CEM (Customer Expectation Management) mapping. CEM can only be carried out by understanding what customers wants and usually by sitting across the table, surveys, analyzing complaints and by using other methods of information gathering. 3. All the process blocks are "causes of work" and all the the hand over points are causes of failure. All the customer touchpoints are causing of customer experience (good or bad). Customer touchpoints are called moments of truth (MOTs). Steve Jobs Mantra was "improve or remove" customer touchpoints. 4. Carry out risk assessment of the current state, arrive at a future state model by improving processes. Please keep in mind that you should be able to achieve triple crown benefits i.e improve revenues, reduce costs and improve efficiency in the process. CE (customer experience) is the differentiating model by which you can achieve triple crown benefits. 5. Test improved business processes manually. The rule is "Standardize, Test, Test, Improve, Automate" 6. Create a performance scorecard based on the above changes to align the organization with the new objectives. Launch Strategy Maps and launch Strategy KPI's (holistic scorecards). This will essentially modify or radically update your competitive strategy. Please note that rewards follow structure, structure follows corporate strategy and corporate strategy follows competitive strategy. Your new competitive strategy is to create a brand new, sustainable CE model. 7. If you want to go further, you can use the touchpoints to develop innovation landscapes and create new products based on that. This is how Apple came up with breakthrough products. Hope this helps and once again, this book is a start point for those who want some immersion on the subject. 1 of 1 people found the following review helpful. not the typical textbook By David R. Gustafson Nice size, but not the typical textbook. It doesn't have the typical questions or scenarios at the end of each chapter. I am glad that the book did not have the common, shiny-paper, that is found in so many textbooks. The flat sheen reduced glare from lighting and it was appreciated. Context-wise, it obviously contained good information. It pushed its concept of "four customer experience essentials" pretty hard, as well as the three pillars of customer experience. 0 of 0 people found the following review helpful. Couldn't Put it Down By HBOutland The book is very easy to read and provides a great overview of the current state of customer engagement without getting "overly technical." I thought I would scan it and go back later to absorb more of the details - but I kept reading and actually started getting excited about what I was reading (which is a little weird I guess). The way that the case studies are integrated into the text helps you to better visualize the concepts that are presented in the book. Also, first-person interviews enhances credibility and gives me confidence that this material can be useful in many implementation scenarios. Finally, the survey material is quite interesting and insightful, providing a realistic glimpse of what to expect down the road.

The Customer Experience Edge helps organizations achieve a positive customer experience that earns them the competitive advantage in their industry; not just pleased customers that don't necessarily add to the bottom line.

"This excellent book makes it quite clear that your business has to focus on customer experience for 21st-century business success. It's more than refreshing to read the multiple case studies and well thought out approach and to hear the experienced voices of these authors. You've spent way too much time reaching this endorsement. Read the book instead. It's so worth it." -Paul Greenberg, author of CRM at the Speed of Light. "To differentiate yourself and delight your customers, you must manage your customer's experience with your goods or services, and your company. This invaluable book will show you why you must do this, and how to do it well." --Henry Chesbrough, author of Open Innovation, and professor at the Haas Business School, UC Berkeley "Moving from CE 1.0 to CE 2.0, organizations and practitioners need a solid blueprint for success. Reza, Vinay and Volker created a clear and concise guide. If you are ready to transform your organization, start by reading this book." Lior Arussy President, Strativity Group and Author of Customer Experience Strategy "The Customer Experience Edge is an excellent book to gain insights on how to leverage customer experience as a competitive advantage. The case studies serve as recipes that can be added to, modified or simply baked into business plans to deliver an exceptional customer experience." Deb Dexter, Customer Service Director, Cardinal Health "Technology advances are raising the human expectation of what an experience with a company can and should be. Finally a book has been written that combines behavioral psychology, micro-economic and technology considerations defining the customer experience edge." Paul D'Alessandro, Partner, PricewaterhouseCoopers "If you are serious about making each interaction build into great customer experiences, this book will give you a blueprint - and real life examples - to make it happen." Brent Leary, co-founder and partner of CRM Essentials "This excellent book makes it quite clear that your business has to focus on customer experience for 21st-century business success. It's more than refreshing to read the multiple case studies and well thought out approach and to hear the experienced voices of these authors. You've spent way too much time reaching this endorsement. Read the book instead. It's so worth it." -Paul Greenberg, author of CRM at the Speed of Light. From the Author "This book not only unpacks the key components of a great customer experience but also provides a blueprint for how to make it happen. With insightful examples from a range of contexts, the authors outline the key factors that enable some organizations to achieve success by making a superior customer experience a central element of their offering." Ranjay Gulati, Professor of Business Administration, Harvard Business School