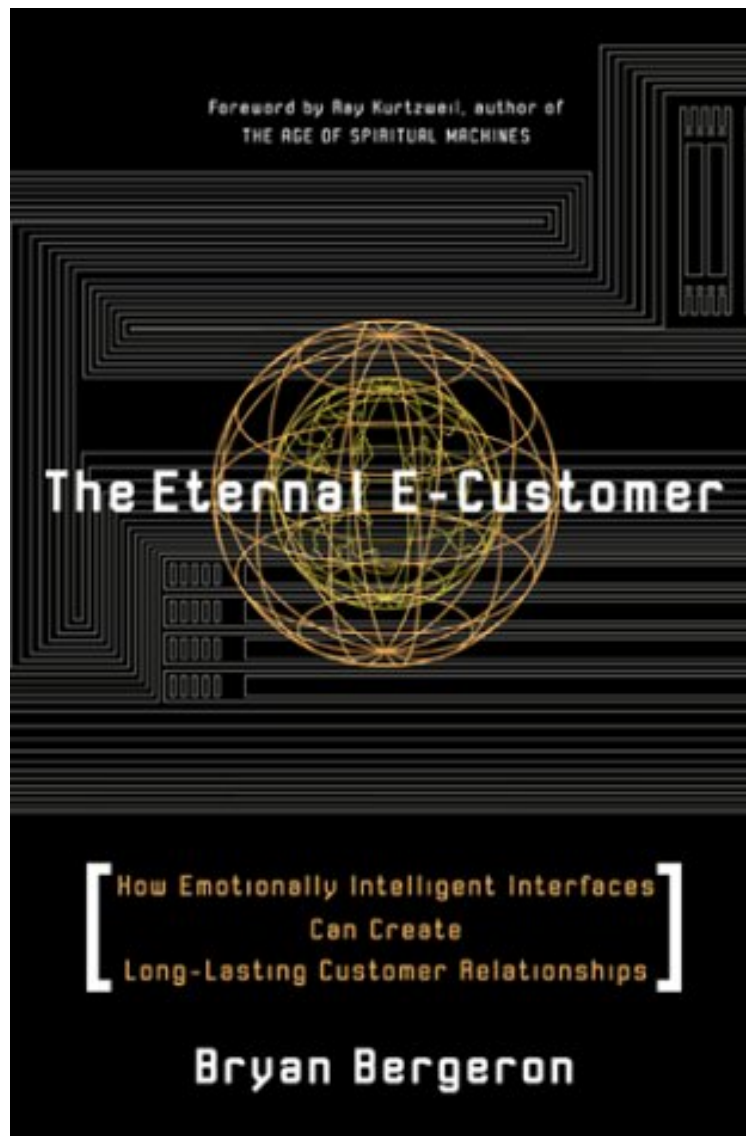


[Free pdf] The Eternal E-Customer: How Emotionally Intelligent Interfaces Can Create Long-Lasting Customer Relationship

The Eternal E-Customer: How Emotionally Intelligent Interfaces Can Create Long-Lasting Customer Relationship

Bryan Bergeron

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Bryan Bergeron : The Eternal E-Customer: How Emotionally Intelligent Interfaces Can Create Long-Lasting Customer Relationship before purchasing it in order to gage whether or not it would be worth my time, and all praised The Eternal E-Customer: How Emotionally Intelligent Interfaces Can Create Long-Lasting Customer Relationship:

0 of 0 people found the following review helpful. okay, but dated...By LarryOverall good concepts however because of when it was published mobile, social and big data/analytics are not discussed at a level that I would expect.5 of 6 people found the following review helpful. The Eternal E-CustomerBy Corrine F CharaisThis book has worthwhile insights for everyone. Say you've never been sure of the meaning of stickiness, haptics, chatter bots, or auto-cannabilizing markets. Or say you know all that and want some practical resources for finding emotionally intelligent interface (EII) components. Bergeron provides all that, and in an engaging style that is knowledgeable without being esoteric. He uses believable, real-world scenarios to make his points and illustrate one of the major complaints about e-business: its lack of warm fuzzies to make customers want to come back. The Eternal E-Customer explains how a properly used EII can create an emotional bond between a company and its customers, a bond that means customer loyalty and continued business. As Bergeron puts it, "If establishing a Web site is like having a child, then creating an emotionally intelligent Web presence is like raising a child prodigy." After reading this book, managers should feel that they've done some graduate-level homework toward the future of business.4 of 4 people found the following review helpful. eternal ecustomer reviewBy Terry TracyThe web is a constantly evolving metaphor for electronic, people-less commerce. As the recent dot com bomb has illustrated, there's nothing magic about a web site. You have to treat customers like customers and provide a service. Customers don't care if you have trouble setting up a database or links between your phone lines and your ecommerce site. What they expect, they get -- or they go away, never to return. The Eternal Ecustomer does a masterful job at peeling through the layers of jargon and hype that cover the web and exposes the bare nerves of the business-customer relationship. After reading this book, you can't help but "get" why the latest downturn in web stocks was inevitable. IT also illustrates why the winners will be playing by the rules defined here.

The Eternal E-Customer focuses on getting ebusinesses to the next level of customer loyalty. In the competitive world of ecommerce, the winners know that the key to success is customer appreciation and retention. Emotionally Intelligent Interfaces (EII) are driven by data from previous customer interactions, explicit customer preferences, and based on customer profiles. EIIs build trust and customer loyalty by offering shoppers the intimacy and individual attention they expect from the corner store. In this groundbreaking book, Harvard professor Bryan Bergeron provides a roadmap to get readers up to speed on all crucial business and technology aspects of EIIs, and explains how to create the information infrastructure needed to support EIIs tailored to their businesses.bull; Focuses on achievable results using current technologybull; Includes a companion Web site with links to examples of state-of-the-art EII technologies Foreword by Ray Kurzweil, author of The Age of Spiritual Machines

"...a masterful job. He presents a roadmap for the next generation of Web-based service delivery." -- John P. Glaser, Ph.D., Vice President and CIO, Partners HealthCare System"...brilliant and entertaining... Bryan Bergeron has provided a comprehensive and insightful roadmap to this e-revolution now in its infancy." -- From the Foreword by Ray Kurzweil, Author of The Age of Spiritual Machines"A very readable overview of the strategies and technologies used to convert clicks to loyal customers...a must-read..." -- Aaron Kleiner, Cofounder, MIT Enterprise Forum"If you're a manager in an organization that's trying to figure out a crack Web strategy, this book is for you..." -- Peter Leyden, coauthor of The Long Boom and former Managing Editor of Wired magazineFrom the Back CoverFor anyone involved in developing, specifying or managing the Web component of their business, here is a strategic plan that will work! Harvard professor Bryan Bergeron clearly and compellingly explains how to take advantage of current e-commerce technology to convert "clicks" into "sticks" - loyal, delighted customers who keep coming back for more! "How do you win consumer loyalty in today's economy? Merely satisfying a customer won't result in a loyal customer. It's not enough to meet or even exceed a consumer's needs once and then slack off into business as usual. Loyalty is the fruit of a focused, continuous, well-executed plan of relationship building." -- Bryan Bergeron Whether you're a traditional brick and mortar Fortune 1000 company with an evolving presence or a dotCom startup, the number one challenge in this era of consumerism is building consumer loyalty. Today, consumers are armed with more and more Internet-fueled information and newly acquired sophistication. Make no mistake: they are not predisposed to loyalty. They are drawn to convenience: lowest price, shortest time to delivery and highest quality service. You can't expect customer loyalty - you have to earn it. Fortunately, every customer contact is an opportunity to improve upon a customer relationship and to learn more about customer needs. So asserts author and Emotionally Intelligent Interface (EII) designer Dr. Bryan Bergeron in this groundbreaking book that explains why EIIs are such a critical factor for eCommerce success - and how to take advantage of today's EII technology to more effectively build long and lasting customer relationships.