



THE TEN PRINCIPLES BEHIND **GREAT CUSTOMER EXPERIENCES**



MATT WATKINSON

The Ten Principles Behind Great Customer Experiences

Colin Shaw, John Ivens



The Ten Principles Behind Great Customer Experiences:

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From Impressed to Obsessed: 12 Principles for Turning Customers and Employees into Lifelong Fans Jon Picoult, 2021-10-12 If you're aspiring to satisfy your customers then you're aspiring to mediocrity That's the fascinating premise of From Impressed to Obsessed a book that will fundamentally change how you think about creating a successful beloved business Acclaimed customer experience expert Jon Picoult explains why building customer loyalty requires leaving indelible positive impressions on everyone you work with not just shaping their experiences but also shaping their memories Picoult explores the cognitive science behind great customer experiences pinpointing the breakthrough psychology based strategies that both industry leaders like Apple Disney and Southwest Airlines as well as fast growing startups like BILT and Framebridge use to shape people's perceptions and sculpt unforgettable impressions thereby turning more sales prospects into customers and more customers into obsessed brand ambassadors Packed with intriguing case studies engaging stories and eye opening research the book details these proven principles and illustrates how they can be applied to almost any type of business or customer Examples include cases that show how to Create Peaks Avoid Valleys leverage the science of memory to etch positive impressions in people's minds by creating greater experiential peaks and fewer experiential valleys Give the Perception of Control the almost magical power of giving customers a sense of agency via choice and expectation setting causing them to feel better about the experience a business is already delivering Make It Effortless make interactions easy for customers not just from a physical perspective but also a cognitive one to satisfy today's demand for simplicity and convenience Stir Emotion harness the power of emotion as a memory cue by infusing customer experiences with emotional resonance highlighting positive feelings while stemming negative ones No matter what kind of constituency you serve customers or colleagues individuals or institutions employees or employment candidates this book will help you do it with distinction Picoult's message is particularly relevant for managers as he shows the parallels between how

great companies cultivate engagement with customers and how great leaders accomplish the same with their workforce From Impressed to Obsessed reveals the what the why and most importantly the how behind great customer experiences Filled with actionable insights the book provides an invaluable roadmap for becoming the company that everyone wants to do business with the employer everyone wants to work for and the leader everyone wants to follow **System** ,1923 **The 10 Timeless Principles of Professional Success** Steven R. Webber,2001 The first book of its kind to identify the top ten issues that frustrate employees in corporate America Steve Webber addresses each of these potential problem and then offers practical examples and exercises to help you make the most of your career and your life **Industrial Management** John R. Dunlap,1918 *Industrial Management* John Robertson Dunlap,Arthur Van Vlissingen,John Michael Carmody,1918 *Factory and Industrial Management* John Robertson Dunlap,Arthur Van Vlissingen,John Michael Carmody,1918 **Proceedings at the Convention: Commerical** National Electric Light Association,1915 **Convention** ,1915 **Commercial West** ,1913 **Boot and Shoe Recorder** ,1908 **Building Great Customer Experiences** Colin Shaw,John Ivens,2002-09-13 This book is about building and delivering great customer experiences Many companies neglect this but the physical execution and emotional impact of customer experiences companies and brands may ultimately determine customer satisfaction and loyalty and commercial success With the use of compelling examples and cases the authors show that this is key for all companies and organisations **Shoe and Leather Journal** ,1915 *Manufacturers' News* ,1928 *American Jeweler* ,1910 *Lumber Manufacturer and Dealer* ,1916 *Electrical West* ,1921 **The Jewelers' Circular** ,1919 *Pumps and Supplies* ,1916

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