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THE TEN PRINCIPLES BEHIND GREAT CUSTOMER EXPERIENCES



 **Pearson**

MATT WATKINSON

The Ten Principles Behind Great Customer Experiences

Lingjun Ying



The Ten Principles Behind Great Customer Experiences:

The Ten Principles Behind Great Customer Experiences Matt Watkinson, 2012 Create a great customer experience whoever you are Customers are powerful They have a loud voice a wealth of choice and their expectations are higher than ever This book covers ten principles you can use to make real world improvements to your customers experiences whatever your business does and whoever you are *The Ten Principles Behind Great Customer Experiences* Matt

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