



STEVEN VAN BELLEGHEM



WHEN DIGITAL BECOMES HUMAN

THE TRANSFORMATION OF
CUSTOMER RELATIONSHIPS



When Digital Becomes Human The Transformation Of Customer Relationships

Vivek Kale

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When Digital Becomes Human The Transformation Of Customer Relationships:

When Digital Becomes Human Steven Van Belleghem, 2015-04-03 WINNER CMI Management Book of the Year Awards 2016 Commuter's Read Category In an age when customers have access to vast amounts of data about a company its product and its competitors customer experience becomes increasingly important as a sustainable source of competitive advantage But success doesn't just rely on digital engagement and excellence but also on combining a digital first attitude with a human touch In *When Digital Becomes Human* Steven Van Belleghem explores and explains the new digital relationships Packed with global examples from organizations that have successfully transformed their customer relationships such as Amazon Toyota ING Coolblue Nike and Starbucks *When Digital Becomes Human* presents a clear model that companies can easily implement to integrate an emotional layer into their digital strategy This guide to combining two of a business's most important assets its people and its digital strengths covers the latest issues in digital marketing and customer experience management including omnichannel and multichannel experiences big data and predictive analytics privacy concerns customer collaboration ie crowdsourcing and more

When Digital Becomes Human, 2018 **Successful Digital Transformation** Marc Beijen, 2021-07-05 This book is as indicated by the subtitle intended in the first place for executives and managers But actually it is essential reading for all who are faced with digital transformation It offers a valuable reflection on knowledge developed and experience accumulated in daily practice focusing on the approach to contemporary digital business challenges Written in understandable language and with a powerful logical structure it has become a very accessible book that remains fascinating from beginning to end It teaches you to understand topics that matter such as the need for digital transformation the connection with business strategy and the essential differences in starting positions between organizations What to do next is made concrete and practical by identifying five necessary digital breakthroughs and working them out into clear goals which should be included in the change cycle as part of your digital strategy The phase model presented includes three distinct steps from product focus in the first phase to customer orientation in the second phase followed by a third phase in which the customer is at the center The book describes what is required to take these steps the checklist that is included provides organizations with direction This helps in setting up a strategy and developing an effective roadmap for organizations to transform The book *Successful Digital Transformation* reads like a modern fairy tale It's clever how the essence of the field of digital transformation is captured in barely 100 pages But the theme has also been made very practical the underlying topics such as data management enterprise architecture change management have been tied together and explained in a comprehensible way I think the book fills a great need because many books and articles on this topic are either full of buzzwords that are not further described or lapse into academic jargon that is incomprehensible to the average reader This book sits nicely between academia and practice without falling into compromises Frank Harmsen Associate Professor of Digital Transformation Maastricht University *AI in Marketing*

Hannah D. Walters, Rachel M. Hammond, 2025-06-24 AI in Marketing equips students with the knowledge to understand the impact of Artificial Intelligence AI on marketing strategies processes and activities empowering them to navigate the AI driven marketing landscape confidently Divided into four parts it provides a comprehensive exploration of AI's transformative role in marketing The first part lays the groundwork offering foundational insights into the intersection of AI and marketing Part II explores the various applications of AI in marketing and the tools marketers use to optimize their processes and deliver enhanced customer experiences The third part focuses on leveraging AI for consumer insights enabling marketers to craft data driven strategies The final part examines ethical considerations and the pedagogical integration of AI into marketing education Each chapter includes real world examples exercises discussion questions key terms and AI resources empowering students to develop practical skills and industry relevant knowledge Students studying in advanced undergraduate and postgraduate marketing courses will benefit greatly from this comprehensive textbook preparing them for a future workplace that requires them to know how to use AI effectively ethically and responsibly The book is fully supported by online resources including an instructor manual and customizable PowerPoint slides

Business Despite Borders Santiago Iñiguez de Onzoño, Kazuo Ichijo, 2018-05-30 Globalization has been a key force in the development of business in recent decades But with nationalism on the rise in Europe the United States and elsewhere the future of global trade and international business has been thrown into doubt In this new and challenging context innovative companies have the opportunity not only to find new ways to operate across borders but also to help forge a new system of relations between people of different nationalities and cultures This book features a collection of case studies that illustrate how companies from different corners of the globe are succeeding in reaching out to distant customers stakeholders and partners It features inspiring examples of leaders who are actively developing imaginative ways to connect across continents It is a vital reference tool for companies that plan to continue operating globally or to expand their international presence A clarion call for the renewed relevance and importance of globalized business this book suggests a future where companies can contribute positively to achieving sustainable growth and a fairer distribution of wealth across the globe

Smart Leadership – Wise Leadership Christopher Steed, 2017-07-14 1 Nurture the professionals an environment of value is one where teachers are trusted to function not de skilled 2 Nurture a much wider and less impoverished view of what constitutes achievement Case study symposium on education North Devon April 2014 3 Nurture the learner thinking for themselves 4 Nurture human connections introduce learners to each other Notes 11 Listen to the music and help change the song Wise leaders and transformative change Concerns not demands Creativity and empathy Global leadership Transformative change and the culture of an organisation Getting to yes the bottom line and the skill of negotiation Two metaphors Listen to the music and change the song A course in executive education based on this idea Notes 12 Leadership with spirit Wisdom and the black box of power Ten commandments for the wise leader in highly complex times Notes Postscript Motivational drivers

and human value theory Maslow revisited The dog that didn't bark Motivated by power Conclusion Notes Index

Unleashing the Startup Unicorn Vivek Kale, 2024-01-30 It is well known that high tech startups need to innovate to survive yet the failure rate for innovation is shockingly high Nearly three out of four new products or services i.e. their startups miss their revenue and profit goals or fail entirely It's a misconception that high tech startups fail only because of the failing products or finances The failures could also be because of erroneous choice of technology platforms development teams or methodology or even the project execution Accordingly this book takes a holistic view of a startup's aesthetics that enables it to become attractive for all stakeholders especially investors in all aspects of its operations at all stages of its lifecycle This book looks at aspects of venture capital financing and what investors look for in a contemporary startup Shows how only an overarching aspiration for a startup to become a Unicorn is sufficient to explain the typical characteristics of legendary Silicon Valley Unicorns like Google Facebook LinkedIn and Twitter Covers major application areas of current future interest namely intelligent systems intelligent assistants wireless sensor networks Internet of Things IoT and blockchain systems Introduces the contemporary skills set in demand for startups To succinctly cover all aspects of a contemporary startup **Unleashing the Startup Unicorn** is organized to reflect the natural grouping of competencies that are essential for entrepreneurial ventures from conception to successful exit To understand and analyze these competencies the book uses an extended 9S model inspired by the pioneering McKinsey 7S model

Proceedings of the International Conference on Artificial Intelligence in Management for Business and Industrial Growth (AIMBIG 2025) Preeti Sharma, Sweta Pareek, Sourav Banerjee, 2025-12-16 This open access volume presents the select proceedings of International Conference on Artificial Intelligence in Management for Business and Industrial Growth AIMBIG 2025 It explores the transformative role of Artificial Intelligence AI in driving innovation and industrial growth across sectors like manufacturing supply chain finance and marketing It demonstrates how businesses can use AI for operational efficiency improved decision making and gaining a competitive edge Key topics include machine learning automation data analytics and AI driven business models featuring real world case studies of successful AI implementations in diverse industries Additionally the book discusses ethical challenges regulatory concerns and emerging trends This comprehensive guide will serve as a conference proceeding for the upcoming conference targeting professionals researchers and policymakers in AI driven business and industrial advancement

Digital Transformation, Strategic Resilience, Cyber Security and Risk Management Kiran Sood, Balamurugan Baluswamy, Simon Grima, 2023-09-28 Contemporary Studies in Economic and Financial Analysis publishes a series of current and relevant themed volumes within the fields of economics and finance **Disruptive Selling** Patrick Maes, 2018-04-03 Adopt disruptive selling strategies that will empower your customers and ensure you stay competitive in the constantly evolving digital landscape with this carefully researched book featuring case studies and examples from disruptive organizations such as AirBnB Zalando and Bol.com The heyday of the classic sales force is over Customers lead mobile and

online lives and successful companies use disruptive concepts to engage with the digitally empowered consumer This book will help companies transform themselves to the new age of selling by matching supply to demand in an innovative way Successful disruptive selling concepts must be based on the right combination of a series of factors including an understanding of what motivates customers corresponding value propositions appropriate organizational structures and the right overarching business culture Disruptive Selling demystifies all of this and more Featuring case studies and examples from disruptive organizations such as AirBnB Zalando and Bol com it will empower readers to look critically at their organizations and begin their own disruptive selling journeys Containing a carefully researched clearly explained framework and practical guidelines that will allow readers to get started immediately this book is the ultimate guide to remaining competitive and adaptive in a continually changing world

Handbook of Research on Management and Strategies for Digital Enterprise Transformation Sandhu, Kamaljeet, 2021-04-02 From traditional brick and mortar to new start ups businesses are harnessing the power of digital enterprise as a cost effective model to deliver goods and services online Digital enterprise strategy is adopted for transforming business streamlining processes and making the best use of online technologies to enhance interaction with customers and employees and deliver excellent customer experience in real time Digital enterprises increasingly need digital workers to establish greater digital skills to bear on every activity and to drive management strategy and innovation which are key for digital enterprise transformation The Handbook of Research on Management and Strategies for Digital Enterprise Transformation is a crucial reference source that discusses leveraging technology for the customers employees and suppliers benefit as well as integrating complex processes to management marketing production manufacturing and financial systems Combining management strategy technology and digital enterprise topics into one book provides the reader with a holistic understanding of the new developments in these emerging fields This study will also include key topics of interest on how to address structural changes underway in the local and global business environment for digital enterprise transformation Featuring research on topics such as e commerce organizational learning and agile management this book is ideally designed for business professionals policymakers researchers students and managers

Organizational Behavior and Human Resource Management for Complex Work Environments Belias, Dimitrios, Rossidis, Ioannis, Papademetriou, Christos, 2024-07-10 Navigating the complexities of organizational behavior and human resource management can be daunting in today's fast paced workplaces The ever changing landscape driven by technological advancements and evolving employee expectations challenges professionals and academics alike Many struggle to fully grasp and adapt to these shifts which can lead to low employee engagement ineffective leadership and ethical dilemmas What is needed now is a comprehensive solution that provides insights and strategies to address these challenges head on Organizational Behavior and Human Resource Management for Complex Work Environments takes on this role and delves into critical topics such as leadership employee well being team dynamics

and ethical decision making By exploring these subjects readers gain a deeper understanding of the intricacies of modern workplaces and how to navigate them effectively The book bridges the gap between theory and practice offering actionable insights applied in real world scenarios It is a valuable resource for professionals looking to enhance their skills and knowledge in organizational behavior and human resource management

Marketing and Smart Technologies José Luís Reis, Marc K. Peter, Luís Paulo Reis, Zorica Bogdanovic, 2025-03-12 This book includes selected papers presented at the International Conference on Marketing and Technologies ICMarkTech 2023 held at Faculty of Economics and Management FEM Czech University of Life Sciences Prague CZU in partnership with University College Prague UCP in Prague Czech Republic between 30 November and 2 December 2023 It covers up to date cutting edge research on artificial intelligence applied in marketing virtual and augmented reality in marketing business intelligence databases and marketing data mining and big data marketing data science web marketing e commerce and v commerce social media and networking geomarketing and IoT marketing automation and inbound marketing machine learning applied to marketing customer data management and CRM and neuromarketing technologies

Human-Computer Interaction in Various Application Domains Constantine Stephanidis, Gavriel Salvendy, 2024-08-23 Human Computer Interaction HCI is a multidisciplinary research and applied field targeted to studying people interacting with information technology and designing usable and efficient systems for them This book outlines the state of the art of HCI research in the respective domain such as health games transportation industry and entertainment This book Bridges the gap between theory and practice by presenting how to apply HCI methods and tools in specific domains Offers concrete examples of HCI use in real world situations Presents case specific best practices tips and tricks Includes chapters that are well studied and purposefully selected representing important theoretical practical and research areas in HCI Includes domains ranging from the roots and the classic approaches of human computer interaction to contemporary advancements This book is a fascinating read for individuals interested in Human Computer Interaction research and applications

Building a Human-Centred Infrastructure for Sustainable Industry 5.0 in Asia Priyanka Agarwal, Nitendra Kumar, Sanjeev Bansal, Yeliz Karaca, 2025-12-02 This edited volume addresses the opportunities and compelling challenges of human centered infrastructure for sustainable Industry 5 0 in Asia since it is a region well positioned to lead the way in the development and adoption of Industry 5 0 owing to its strong industrial base and growing investment initiatives in research and development While elaborating on the opportunities and challenges the edited volume aims to provide solution oriented recommendations regarding the ways to achieve the goal of human centered infrastructure for sustainable Industry 5 0 in Asia The book is an essential resource for anyone interested in the future of Asia s economy and society

Advances in Human Factors, Business Management and Leadership Jussi Ilari Kantola, Salman Nazir, Vesa Salminen, 2020-06-30 This book analyzes new theories and practical approaches for promoting excellence in human resource management and leadership It shows how the principles of creating shared value can be applied to ensure

faster learning training business development and social renewal In particular it presents novel methods and tools for tackling the complexity of management and learning in both business organizations and society Discussing ontologies intelligent management systems and methods for creating knowledge and value added it offers novel insights into time management and operations optimization as well as advanced methods for evaluating customers satisfaction and conscious experience Based on two AHFE 2020 Virtual Conferences the AHFE 2020 Conference on Human Factors Business Management and Society and the AHFE 2020 Conference on Human Factors in Management and Leadership held on July 16 20 2020 the book provides researchers and professionals with extensive information practical tools and inspiring ideas for achieving excellence in a broad spectrum of business and societal activities

The AI Revolution Barrett Williams, ChatGPT, 2025-03-30 Unlock the Future with The AI Revolution Transforming Our World with Artificial Intelligence Are you ready to explore the groundbreaking world of Artificial Intelligence and its profound impact on our daily lives Dive into The AI Revolution an enlightening eBook that reveals how AI is not just a distant concept but an integral part of the fabric of modern society This insightful guide takes you on a journey from the fundamentals of AI to its revolutionary applications across various aspects of life empowering you with the knowledge to embrace this technological evolution In The AI Revolution you ll explore how AI enhances personal productivity with smart assistants and sophisticated task management tools Discover the strides made in health monitoring through wearable tech predictive analytics and personalized wellness plans From autonomous vehicles to advanced urban mobility solutions learn how AI is redefining transportation and transforming our commutes The eBook also delves into AI s role in reshaping education with intelligent tutoring systems and personalization as well as revolutionizing the shopping experience with virtual reality and augmented reality Financial management will never be the same with robo advisors and security AI working to optimize personalized banking experiences Let The AI Revolution guide you through the evolution of the smart home entertainment industry and workplace innovations Explore the social implications of AI including privacy concerns ethical deliberations and the ever changing nature of employment Understand how AI influences communication and social media while driving environmental solutions and bolstering security and defense Finally peer into the future of human AI collaboration and prepare for a hybrid workforce that harnesses the best of both worlds This comprehensive eBook equips you with the insights needed to navigate and thrive in an AI driven world Embrace the future with confidence and stay ahead in the age of artificial intelligence with The AI Revolution

Digital Innovations for Customer Engagement, Management, and Organizational Improvement Sandhu, Kamaljeet, 2020-06-12 Over the past several years digital technologies have reestablished the ways in which corporations operate On one hand technology has allowed companies to build a stronger knowledge of its customer base contributing to better consumer engagement strategies On the other hand these technologies have also integrated into the management and daily operations of companies resulting in increased performance and organizational improvement Remaining up to date with

the implementation of these cutting edge technologies is key to a company s continued success Digital Innovations for Customer Engagement Management and Organizational Improvement is an essential reference source that discusses and strategizes the latest technologies and innovations and their integration implementation and use in businesses as well as lifelong learning strategies in a digital environment Featuring research on topics such as consumer engagement e commerce and learning management systems this book is ideally designed for managers business executives marketers consumer analysts IT consultants industry professionals academicians researchers and students

Insights Into Digital Business, Human Resource Management, and Competitiveness Ordóñez de Pablos, Patricia, Lytras, Miltiadis D., Alkhaldi, Afnan, Malik, Sawsan, 2025-01-31 The digital and green transition is reshaping industries and economies driving innovation and sustainable growth across the globe By leveraging emerging technologies and intellectual capital governments and companies can foster long term competitiveness and resilience in a rapidly evolving landscape Understanding how different regions navigate this shift provides valuable insights into best practices and potential challenges The alignment of human resource and knowledge management strategies with digital transformation plays a crucial role in ensuring inclusive adaptive and future ready economies This transition not only boosts economic progress but also addresses global environmental and social goals paving the way for more sustainable development Insights Into Digital Business Human Resource Management and Competitiveness analyzes business human resource management and information technologies in different regions and discusses implications for companies and governments It is crucial to understand the key role of new and emerging technologies for the digital transformation of economies and societies and build more resilient and fair societies Covering topics such as social capital corporate social responsibility and circular economy this book is an excellent resource for industry leaders policymakers business owners human resource managers professionals researchers scholars academicians and more

Augmented Customer Strategy Gilles N'Goala, Virginie Pez-Perard, Isabelle Prim-Allaz, 2019-04-26 Digital transformation is shaping a new landscape for businesses and their customers For marketing professionals advancing technology artificial intelligence robots chatbots etc and the explosion of personal data available present great opportunities to offer customers experiences that are ever richer more fluid and more connected For customers this ecosystem is synonymous with new roles They are more autonomous and have power alongside the company they influence innovate punish and more These developments push companies to implement new customer strategies It is in this context marked by pitfalls and paradoxes that the authors of this book reflect on the customer relationship what it has become and what it will be tomorrow The book provides practitioners teacher researchers and Master s students with a state of the art and a prospective vision of customer relations in a digital world It is aimed at those who want to gain an up to date understanding of the field and find all the keys needed to project themselves into the future

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