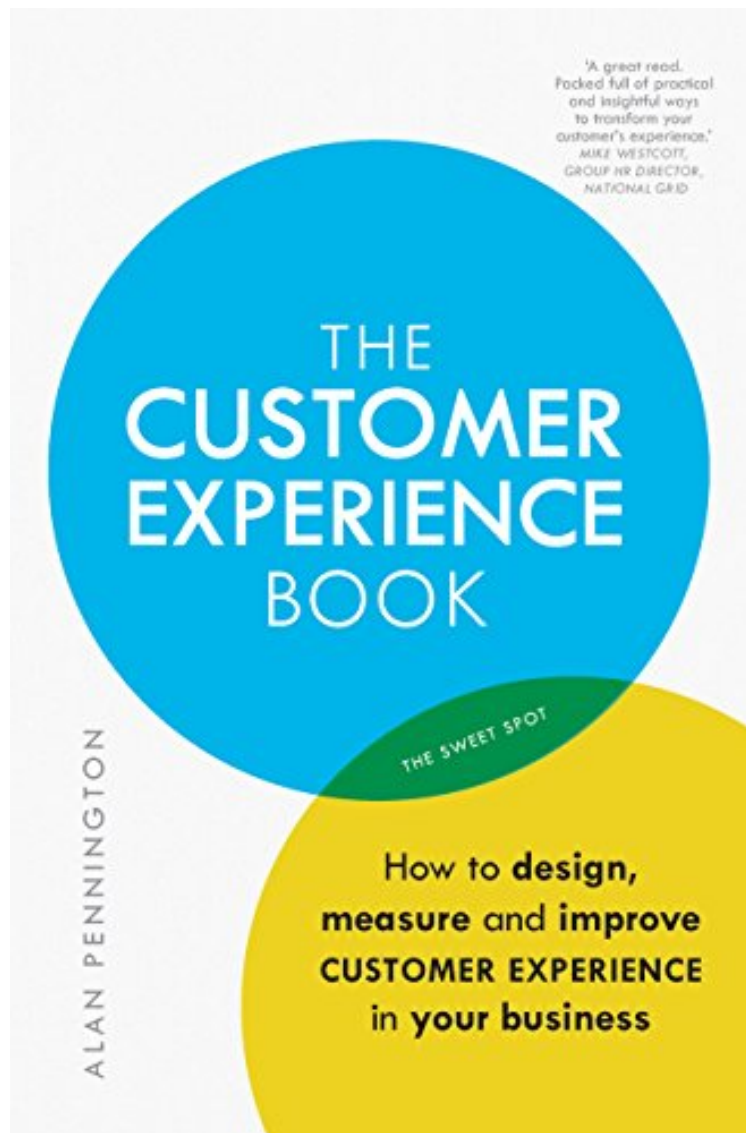


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The Customer Experience Book: How to design, measure and improve customer experience in your business

Alan Pennington

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Alan Pennington : The Customer Experience Book: How to design, measure and improve customer experience in your business before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Customer Experience Book: How to design, measure and improve customer experience in your business:

Customer Experience (CE) is becoming seen as a key component of business strategy, yet knowing the practical steps of what to do can be tricky. The Customer Experience Book helps you understand where you are now, what to do, and how to improve for your business. From Customer Journey Mapping to using Big Data, this is the ultimate Customer Experience manual for businesses, whatever the size of your company. Split into two parts, you'll discover:

- Why customer experience is so important in business - and how it applies to you
- How to use customer experience tools in your business - step by step guides on how to use CX metrics and how to learn from them

Alongside the theory and practical how-to guidance, there will be a range of examples of 'thinking differently' about everyday situations to engage the reader. Plus, with case studies from International Companies, readers will discover not only what works well but also the hard lessons they have learned. The Customer Experience Book shows you how to understand, measure and improve customer experience in your business, whatever your level.

From the Back Cover THE FIRST STEP-BY-STEP GUIDE ON HOW TO ENGAGE WITH YOUR CUSTOMER EXPERIENCE AND IMPROVE YOUR COMPANY'S BUSINESS PERFORMANCE.

Customer experience is fast becoming a key component of business strategy and a critical differentiator in crowded markets, yet knowing the practical steps of what to do can be tricky. The Customer Experience Book helps you understand where you are now, what to do and how to improve for your business. From customer journey mapping to using big data, this is the ultimate customer experience manual for businesses, whatever the size of your company. Split into two parts, you'll discover:

- Why customer experience is so important in business - how it applies to you.
- How to deliver a consistently positive customer experience - step-by-step guides on how to use customer experience tools and measure success in your business.

Challenge traditional thinking about customers and learn how to think differently, avoid typical mistakes and integrate the customer into your organisational DNA and structures. The Customer Experience Book will show you both the business benefits and how to approach, design, lead and deliver an effective customer experience, whatever your level.

YOUR CUSTOMER EXPERIENCE IS KEY - DISCOVER HOW TO MAKE IT GREAT.

About the Author Alan Pennington is a Global Customer Experience/Redesign Guru. He was Managing Director and co-founder of Mulberry Consulting the Number One CE business globally and Executive Chair of 'Experience by Design' a South African based venture. He has worked with a wide range of businesses, including financial services, travel, retail, public sector and education both in B2B and B2C, including Emirates, Vodafone, Reed Elsevier, City Guilds, British Council, Aviva and many others.