

Gain, engage, and retain customers with positive experiences

If you're a businessperson, you know that creating a engaging customer experience is absolutely essential to keep your company relevant and top of mind. This book helps you listen to your customers and offers practical, easy-to-implement solutions for incorporating customer engagement into your business plans to attract loyal, happy customers.

- **Dollars and sense** — *get down to the nitty gritty of customer engagement and grasp its financial impact on your overall business plan*
- **Channel your inner Magellan** — *map your customer's journey, design a captivating customer experience, and elicit an emotional response from your customers*
- **Utilize your customer engagement toolbox** — *manage customer feedback, foster dialogue, and assemble the right customer experience team*
- **All about the customer** — *discover customer experience metrics, measure performance, maintain alignment, and embed the customer in your culture*

Roy Barnes is one of the leading authorities on Customer Experience Design and Performance Management. He has more than 25 years of experience delivering world class results in both the for-profit and non-profit sectors. **Bob Kelleher** is the author of Employee Engagement For Dummies and the Founder of The Employee Engagement Group.



Open the book and find:

- Customer experience killers to avoid
- Positive ways to deal with an unhappy customer
- Guidance on defining your customer experience intent
- A four week plan to redesign your touchpoints
- Tips for managing a crack customer experience team
- Unbelievable capabilities of awesome customer advocates
- Ten things to do to improve your own experience delivery

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ISBN 978-1-118-72560-3



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Contents at a Glance

Introduction 1

Part I: What Is Customer Experience? 5

Chapter 1: Basic Training: Customer Experience Basics..... 7

Chapter 2: Dollars and Sense: The Financial Impact of Customer Experience 17

Chapter 3: Identifying Customer Experience Killers..... 29

Chapter 4: Is There a Doctor in the House? Diagnosing Your Customer
Experience Ailments 47

Part II: Creating Awesome Customer Experience 63

Chapter 5: The Anger Games: Dealing with an Angry Customer 65

Chapter 6: Good Intentions: Identifying Your Customer Experience Intent 83

Chapter 7: Channeling Your Inner Magellan: Mapping
Your Customer's Journey..... 95

Chapter 8: Experience by Design: Designing a Captivating
Customer Experience..... 111

Chapter 9: So Emotional: Eliciting an Emotional Response
from Your Customers 127

Part III: Essential Enabling Elements 141

Chapter 10: Plan Up: Redesigning Your Touchpoint Program in Four Weeks..... 143

Chapter 11: Can We Talk? Managing Customer Feedback and
Fostering Dialogue..... 167

Chapter 12: Building Customer Experience Knowledge
in the Broader Workforce..... 185

Chapter 13: Assembling and Managing Your Customer Experience Team 197

Part IV: Making it Stick 219

Chapter 14: Creating Your Customer-Centric Culture 221

Chapter 15: Measure Up: Measuring Performance..... 239

Chapter 16: Making the Most of Measures: Key Customer Experience Metrics 259

Chapter 17: Initiatives, Projects, and Programs . . . Oh My!..... 277

<i>Part V: The Part of Tens</i>	293
Chapter 18: Ten Ways to Improve Your Experience Delivery.....	295
Chapter 19: Ten Key Qualities of Awesome Customer Experience Advocates.....	301
Chapter 20: Ten Tools to Track Your Customer Experience Program's Performance.....	309
Chapter 21: Ten(ish) Great Books for Boosting Customer Experience	321
<i>Index</i>	327