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

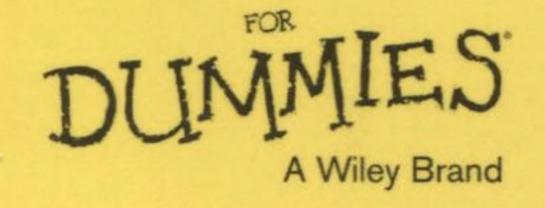
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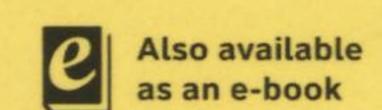
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