

"Nick and Paul Hague do a brilliant job of tackling a topic that many have written off as impossible – how to deliver a great B2B customer experience. If you're in a B2B business and have customers who you want to delight, this book is a must-read. The book masterfully takes the readers through each of the foundational elements that are critical to designing and delivering a great customer experience, making this book a practical guide for your successful B2B customer experience transformation."

**Annette Franz, Founder and CEO, CX Journey**

"While much has been written about customer experience in the consumer space, the business-to-business sector is typically neglected. The focus on B2B is what makes this book a compelling read. Nick and Paul Hague's vast experience has been detailed in five easily digestible sections that hold the readers hand from 'Why bother?' through to developing strategies and implementation of CX. The case studies where clients share their experiences in their own words help bring the authors' concepts to life."

**Shep Hyken, Customer Service and Experience Expert, Shepard Presentations**

"The authors brilliantly provide the building blocks that turn the science of customer experience into something you will be able to practically adopt and deploy. **B2B Customer Experience** is a hugely valuable read for anyone who has an aspiration to achieve sustainable growth."

**Ian Golding, global customer experience specialist**

**Use this bestselling and practical guide to steer you through how to create exceptional customer experience for the modern B2B consumer. This new edition explores key topics such as AI, the role of IT in customer experience and customer relationship management.**

**B2B Customer Experience** shows readers how to deliver the very best customer experience within the business-to-business industry. Intensely practical in its approach, it is divided into five parts to walk readers through the journey – of planning, mapping, structuring, implementing and controlling an effective customer experience – all bespoke for the B2B environment.

This completely revised, new edition provides new case studies demonstrating what makes for good or bad customer experience as well as describing new tactics and strategies that will help build an effective customer experience plan. It also explains how to successfully incorporate AI into your strategy while still delivering great customer experience.

With its detailed examples of consumer-focused customer experiences from companies such as Zappos, Nordstrom and John Lewis, **B2B Customer Experience** is the must-have text for any marketing professional working within a B2B environment.

**Nick Hague** is co-founder and Head of Growth at B2B International. He has over 25 years' experience working across all industry sectors in B2B market research. He hosts the B2B Insights Podcast where he regularly interviews experts on B2B marketing, customer experience and branding.

**Paul Hague** is co-founder of B2B International. He has close to 50 years of practical experience in running a successful market research agency and is the author of *Market Research in Practice* now in its fifth edition and *The Business Model Handbook*, also published by Kogan Page.

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B2B Marketing



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