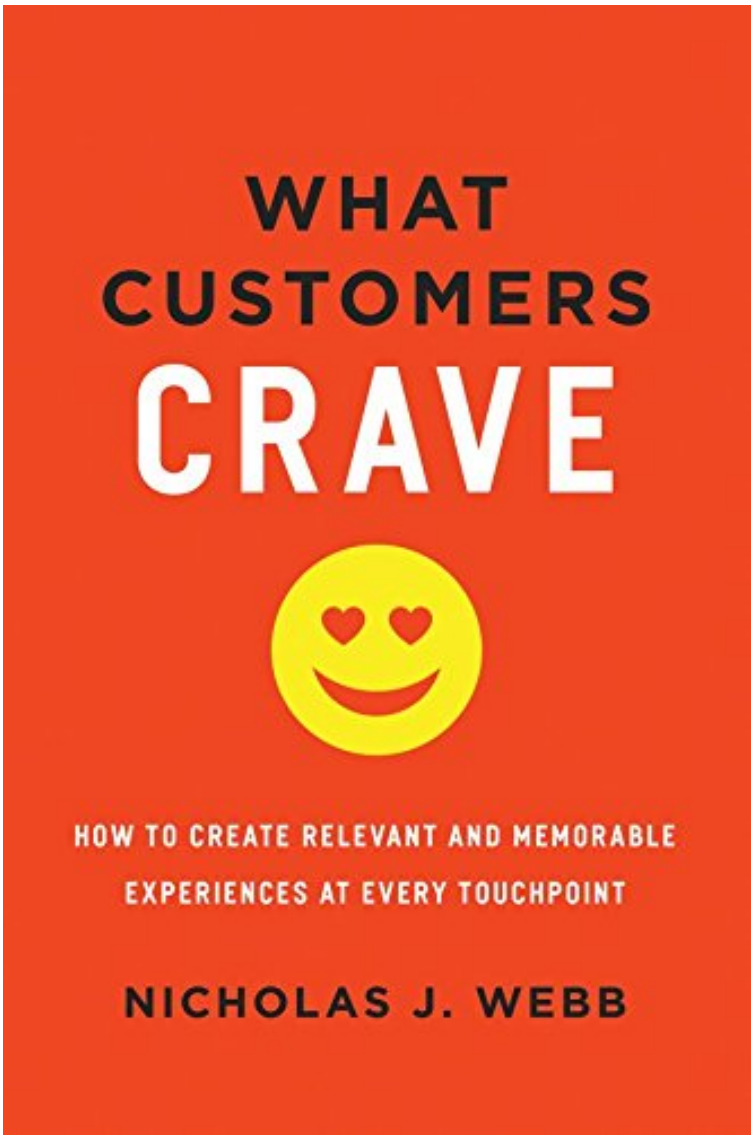
[Read download] What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint

What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint

Nicholas J. Webb
*audiobook | *ebooks | Download PDF | ePub | DOC*



Download Read Online

#80156 in eBooks 2016-10-13 2016-09-30File Name: B01GW9XH7K | File size: 29.Mb

Nicholas J. Webb : What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint before purchasing it in order to gage whether or not it would be worth my time, and all praised What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint:

4 of 4 people found the following review helpful. much more than customer serviceBy Daniel B. BeaulieuCustomer service is out and customer experience is in. Itrsquo;s not enough to deliver great customer service any more you have

to instead deliver and entire customer experience and a great experience at that.Customer want to feel good about the very act of working with you. They want to feel that you are on their side; and that you have their best interests at heart.They want to ldquo;Craverdquo; working with you and if you donrsquo;t quite understand what customers cravehellip;then yoursquo;d better read this book. This book goes beyond traditional thoughts about service.In the first part of the book the author talks about something we have all become aware of and that is creating customer value. He points out that it is much more effective to keep a customer happy than it is to get a new customer. From the book, ldquo;hellip;probability of selling to a new prospect is 5 to 20 percent, while the probability of selling to an existing customer is 60 to 70 percent.rdquo;Mr. Webb goes on to explain just how we can provide value to our customers. He describes in detail how to create a customer confidence in you, your company and your products and services.This is one of those books that incites great thoughts and ideas by giving you lsquo;triggersrdquo; that get you thinking about customers in a way you have not done before. He shows you how to put yourself in their place and grow your understanding of how they view you and your company and most importantly what they expect from you.I especially like a section in the book on how to ldquo;Make an upset customer a lifelong customer in five easy stepsrdquo; And there they are from the book:1. Affirm: Create a complete understanding of the problem and what it means to the customer2. Listen: Yes, shut up a listen and ldquo;hearrdquo; exactly what the customer is saying to you.3. Confirm: Repeat back to the customer what the problem is so that he understands that you understandhellip;that you get it.4. Fix: You know what the problem is now fix it.5. Follow up: Yes, follow up to make sure that the problem is solved and the customer is completely satisfied.I would add one of my own and that is to do all of this as quickly as possible to that the situation is alleviated in the blink of an eye. Doing this will in fact make the customer respect you for life.There is much too much in this book to cover it all. There is great information on learning everything you can about your customers to getting referrals and recommendations.This is a must have for anyone who is serious about customer service and retentionhellip;and who isnrsquo;t?4 of 4 people found the following review helpful. Three takeaways that will change my business--time well spent!By D. C. CockeThis book provides some practical insights on how to design exceptional customer experiences. What I like specifically was the fact that the author took the approach that customer experience planning is really an innovation design process. He also broke down the customer journey into more manageable touch points. My only criticism is that the book does tend to be a bit lofty for smaller companies and perhaps a bit too vague for larger companies. The reason I'm giving it five stars is that I was able to take three big ideas out of this book that I could immediately apply immediately in my business. I think that most readers will find that the takeaways that they will glean from the book are well worth the price and the time invested in the book.1 of 1 people found the following review helpful. Be inspired to improve the customer experience at every touchpointBy John W.I loved this book! It doesn't matter what you do for a living or whether you work with internal or external customers; this book will inspire you to think through your customers current experience and discover ways to improve that process.The result will be new ways of thinking about what your customer experiences, how those experiences impact perception and how you can maintain customer loyalty.Because of what I learned about CX and how we do things with our customers I developed 2 huge ideas that we are now implementing at our firm.I don't write book reviews, but I would be remiss if I didn't sing its praises.

Selected by Oracle Marketing Cloud as a Top 15 Marketing Book for 2016Mashable Best New Marketing Books to Read in 2017The best companies in the world discover what their customers desiremdash;and then deliver it in memorable and deeply human experiences. How well do you know your customers?What Customers Crave examines how the hyper-connected economy is radically changing consumer expectations, and reveals what companies need to do to stay on top. The solution rests on two simple questions: What do your customers love? What do they hate? Find the answers, and yoursquo;re well on your way to success.Jam-packed with tools and examples, What Customers Crave helps you reinvent how you engage with customers (both digitally and non-digitally) and:Gain invaluable insights into who they are and what they care aboutUse listening posts and Contact Point Innovation to refine customer typesEngineer experiences for each micromarket that are not only exceptional, but insanely relevantConnect across the five most important touchpointsCo-create with your customersAnd much moreWhen you learn to provide your customers with exactly what they want, they not only buymdash;they come back again and againhellip;and bring their friends.

"Insightful and pragmatic, this book provides the tools that organizations need to truly satisfy customers and orchestrate memorable experiences for them." --Publishers Weekly "...provides a really interesting look at the subject, mixing effortlessly theory and practical advice together to great effect, offering relevant and actionable advice for all." --Autamme "If you are looking for a lasting competitive advantage, I recommend that you follow the steps outlined here to create experiences that your customers crave." --Marty Zwilling, The Huffington Post "This is a must-read for anyone who is serious about customer service and retentionhellip;and who isnrsquo;t?" --PCB007 ldquo;Filled with lots of examples of businesses who are relying on this marketing strategy, the book is very readable and the informationhellip; down-to-earth and possible to implement.rdquo; --Retailing Insight "Exceptionally well written,

organized and presented, What Customers Crave is unreservedly recommended" --Midwest Book ldquo;Will change the way you think about customer service.rdquo; --Mashable ldquo;Webb upends old models of sellinghellip;If yoursquo;re a business owner seeking new insights for selling product in an experience-centric markethellip;this could be an extremely helpful read.rdquo; ndash;Manhattan Book review From the Inside Flap What do you really know about your customers? How old they are, where they live, their ethnicity, what they buy? Demographics like these have shaped marketing efforts, product development, and customer interactions for decades. But demographics are incomplete at best. At worst, they distort your view of the customer, mask flaws in your business, and cause missed opportunitiesmdash;disastrous in a hypercompetitive economy. What Customers Crave upends the standard segmentation model. In its place, two simple questions reveal what motivates consumers and how to engage them: What do they love? What do they hate? Consider how the answers can impact your business. One type of customer is price sensitive, and loves personalized offers for products and services. Another hates dealing with offers, but values speed above all else; having to wait is a deal breaker. Create experiences that consistently exceed the expectations of both, and yoursquo;ll gain committed customers who share the love with others. Whether your business is a digital store, a global chain, or a mom-and-pop shop, What Customers Crave helps you rethink who your customers are, and shows you how to connect with each type across all touchpointsmdash;from your online presence to face-to-face interactions to follow-up communications. Packed with examples of exceptional experiences engineered by Apple, Southwest Airlines, Zappos, In-N-Out Burgers, and dozens more, the book explains: * What online ratings and limitless choice did to business-as-usual approaches * Why CRM systems designed to find profitable and nonprofitable customers are obsolete * How disruptive innovators locate gaps in the customer experience and lure buyers away with more appealing ones * How strategic listening and contact point innovation help you identify customer types * Why bad policies and bad cultures canrsquo;t be solved with just more training of customer-focused employees * How great companies design experiences that build loyalty with each customer typemdash;and how you can, too In a connected world where customers can promote you or destroy you, average experiences are not nearly enough. What Customers Crave delivers a fresh perspective and practical tools for discovering what drives people to buy or not, fixing hidden problems, and creating exceptional experiences that bring customers back for more. Nicholas J. Webb is a popular speaker and corporate strategist in the areas of customer experience design and innovation. His firm, Cravve, provides consulting and training to many of the worldrsquo;s top brands. Connect with him at: www.whatcustomerscrave.com Twitter @nickwebbcom From the Back Cover While angry customers can quickly wreck a business, indifferent ones kill it more slowly. To survive, the most successful companies toss out the status quo, tap into customersrsquo; desiresmdash;and deliver experiences that resonate with every type of customer. They do it by asking two simple questions: What do customers love? What do they hate? What Customers Crave helps you find the answers, and reinvent how you engage with people both digitally and nondigitally. The tools, examples, and insights from an innovation thought leader show you how to: Discover who your customers really are and what they care about * Engineer exceptional, relevant experiences for each customer type * Connect across all five touchpoints * Co-create with customers, and much more * When you learn to provide your customers with exactly what they want, they not only buymdash;they come back again and again . . . and bring their friends!