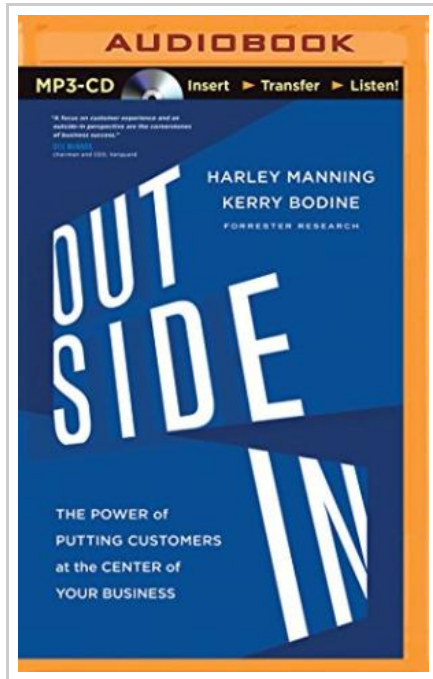




Outside in: The Power of Putting Customers at the Center of Your Business

By Harley Manning, Kerry Bodine

BRILLIANCE AUDIO, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. The solution in each case was a focus on customer experience, the most powerful and misunderstood element of corporate strategy today. Customer experience is, quite simply, how your customers perceive their every interaction with your company. It s a fundamental business driver. Here s proof: over a recent five-year period during which the SP 500 was flat, a stock portfolio of customer experience leaders grew 22 percent. In an age when customers have access to vast amounts of data about your company and its competitors, customer experience is the only sustainable source of competitive advantage. But how to excel at it? Based on 14 years of research by the customer experience leaders at Forrester Research, Outside In offers a complete road map to attaining the experience advantage. It starts with the framework of the customer experience ecosystem, which reveals that the roots of customer experience problems lie not just with customer-facing employees like your sales staff, but with behind-the-scenes employees like accountants, lawyers, and programmers, as well as with the policies, processes, and technologies that your employees use every day. Identifying...



READ ONLINE
[1.06 MB]

Reviews

This book is definitely not simple to begin on studying but quite fun to see. I actually have read and that i am sure that i will gonna read through yet again once again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Brennan Koelpin**

Comprehensive guide! Its this type of very good read through. It is actually writter in simple words and phrases rather than difficult to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Bernie Mante PhD**