

The Dna Of Customer Experience How Emotions Drive Value

Sapna Popli, Bikramjit Rishi

The DNA of Customer Experience C. Shaw, 2007-05-10 As the World Thought Leaders on Customer Experience, Colin Shaw and the team at Beyond Philosophy have undertaken more than 18 months of groundbreaking research to discover the emotions that drive and destroy value in an organization, and can now disclose the empirical link between evoking these emotions and substantial financial returns.

The Intuitive Customer Colin Shaw, Ryan Hamilton, 2016-08-20 Building on the work of Daniel Kahneman (Thinking Fast and Slow), Dan Ariely (Predictably Irrational), Shaw and Hamilton provide a new understanding of how people behave, explain what it means for organizations who really want to understand their customers, and show you what to do to create exceptional customer experiences.

Customer Experience C. Shaw, Q. Dibehehi, S. Walden, 2010-09-09 Customer Experience is now the key differentiator as consumers and businesses alike decide among competing brands. The authors explore growing trends in Experience Psychology, Social Media and Neuroscience and their impact on Customer Experience that businesses need to understand to gain preference, loyalty and market share.

Building Great Customer Experiences Colin Shaw, John Ivens, 2002-09-13 This book is about building and delivering great customer experiences. Many companies neglect this, but the physical execution and emotional impact of customer experiences, companies and brands may ultimately determine customer satisfaction and loyalty and commercial success. With the use of compelling examples and cases the authors show that this is key for all companies and organisations.

People Love You Jeb Blount, 2013-02-04 What you experience is what you remember. The more emotional the experience, the deeper it is branded into your memory. Experience has a massive impact on buying decisions. Every touch point, every time you or someone in your company engages a customer, it creates an experience - something they remember. When they have a negative experience, they tend to vote with their feet (and their wallets) and head straight to your competitors. When customers have positive emotional experiences, it anchors them to your brand, your product or service, and ultimately to you. In the twenty-first century, competitive advantages derived from unique products are services are

short-lived because competitors are able to quickly and easily duplicate or match your offering. Likewise a focus on customer satisfaction and loyalty will no longer give you the competitive edge. Delivering a legendary customer experience has emerged as the single most important competitive advantage for companies across all industries. In *People Love You* you'll learn the real secrets of customer experience including: 7 Essential Principles of Customer Engagement 5 Levers for Creating a Legendary Customer Experience The Secret to Bridging the Experience Gap How to Leverage the Pull Strategy to become a Trusted Advisor 2 Most Important Rules for Dealing with Pissed-off Customers In a hypercompetitive, global marketplace protecting your company's customer base, the lifeblood of your business, must become your number one priority. The rubber hits the road with account managers, project managers, sales professionals, and customer service professionals—the people most connected to customers—who are on the frontlines of customer experience. They build unique and enduring emotional connections with customers that creating long-term revenue and profit streams. In *People Love You*, human relationship guru, Jeb Blount, gives you a powerful playbook for interacting with customers in a way that creates deep, enduring, visceral connections that withstand relentless economic and competitive assaults.

[Revolutionize Your Customer Experience](#) Colin Shaw,2004-09-22 In his previous groundbreaking book with John Ivens, Colin Shaw looked at the development of the conceptual framework for the customer experience together with examples of best practice and strategies for implementation. As predicted the customer experience has become the next competitive battleground. The current book will explore the subject in more depth with new research and best practice and show companies and organizations how to identify where they are and how to revolutionize their customer experience.

The DNA of Customer Experience C. Shaw,2007-05-10 As the World Thought Leaders on Customer Experience, Colin Shaw and the team at Beyond Philosophy have undertaken more than 18 months of groundbreaking research to discover the emotions that drive and destroy value in an organization, and can now disclose the empirical link between evoking these emotions and substantial financial returns.

[Digital Luxury](#) Wided Batat,2019-04-29 The fashion and luxury industries have been well-established for centuries, but the new disruptive digital environment is causing these industries to rethink their business case and adapt their brand offerings for consumers and experiences both online and offline, mixing physical place and digital space: phygital. This exciting new text, the first on this timely subject, written by an expert author explores the current malaise and offers ways forward through a mixture of research and practice-led examples.

Emotionomics Dan Hill,2010-10-03 'I believe that 'emotion' is where it's at' Tom Peters For far too long, emotions have been ignored in favour of rationality and efficiency, but breakthroughs in brain science have revealed that people are primarily emotional decision-makers. Many companies have not yet accepted that fact, much less acted on it. In this fully revised edition, *Emotionomics* will help you to understand emotions in terms of business opportunities - both in the

marketplace and in the workplace. In today's highly competitive marketplace where many products look alike, it is the emotional benefit that can make the difference. At the same time, companies with engaged, productive work forces will undoubtedly achieve competitive advantage. Dan Hill's book draws on insights gathered through facial coding, the single best viable means of measuring and managing the emotional response of customers and employees, to help you to leverage emotions for business success in terms of branding, product design, advertising, sales, customer satisfaction, leadership and employee management. Emotions matter and Emotionomics will help you to step closer to customers and employees, but step ahead of your competitors.

The Journey Mapping Playbook Jerry Angrave, 2020-10-12 The Journey Mapping Playbook is an accessible how-to toolkit aimed at customer experience and marketing professionals looking for ways to improve customer and employee experience. Using visualisation, templates and case studies this is a practical guide to planning, facilitating and delivering a strategic, supportive and effective journey mapping workshop. The Journey Mapping Playbook is based on the author's real-world experience of running hundreds of journey mapping sessions. Understanding the priorities and pain points in customers' lives is critical to achieve business success. Helping you to nurture better and more profitable customer experiences, this book will help you to: Define journey mapping Understand why it is commercially important Prioritise which journeys to focus on and how Decide who to invite and which tools to prepare Plan for an effective session Make every stage of the journey relevant and purposeful Build an ongoing programme The Journey Mapping Playbook shows you how to understand your customers better, whatever the size or sector of your business. Jerry Angrave, Founder and CEO of Empathyce, UK

Brand Admiration C. Whan Park, Deborah J. MacInnis, Andreas B. Eisingerich, 2016-09-16 Brand Admiration uses deep research on consumer psychology, marketing, consumer engagement and communication to develop a powerful, integrated perspective and innovative approach to brand management. Using numerous real-world examples and backed by research from top notch academics, this book describes how companies can turn a product, service, corporate, person or place brand into one that customers love, trust and respect; in short, how to make a brand admired. The result? Greater brand loyalty, stronger brand advocacy, and higher brand equity. Admired brands grow more revenue in a more efficient way over a longer period of time and with more opportunities for growth. The real power of Brand Admiration is that it provides concrete, actionable guidance on how brand managers can make customers (and employees) admire a brand. Admired brands don't just do the job; they offer exactly what customers need (enabling benefits), in way that's pleasing, fun, interesting, and emotionally involving (enticing benefits), while making people feel good about themselves (enriching benefits). Providing these benefits, called 3 Es, is foundational to building , strengthening and leveraging brand admiration. In addition, the authors articulate a common-sense and action based measure of brand equity, and they develop dashboard metrics to

diagnose if there are any 'canaries in the coal mine', and if so, what to do next. In short, Brand Admiration provides a coherent, cohesive approach to helping the brand stand the test of time. A well-designed, well-managed brand becomes a part of the public consciousness, and ultimately, a part of the culture. This trajectory is the fruit of decisions made from an integrated strategic standpoint. This book shows you how to shift the process for your brand, with practical guidance and an analytical approach.

Emotion By Design Greg Hoffman, 2022-04-05 Innovative strategies for success from former Nike CMO Greg Hoffman, who had a major hand in crafting Nike's singular brand and was instrumental in its most high-profile breakthrough campaigns. In *EMOTION BY DESIGN*, Hoffman shares lessons and stories on the power of creativity drawn from almost three decades of experience within Nike. A celebration of ingenuity and a call-to-arms for brand-builders to rediscover the human element in forming consumer bonds, *EMOTION BY DESIGN* is an insider's guide to unlocking inspiration within a brand and building stronger emotional connections with consumers, using Hoffman's three favorite guiding principles: Creativity is a Team Sport Dare to be Remembered Leave a Legacy, Not Just a Memory Over the course of a twenty-seven-year Nike career—from intern to Chief Marketing Officer—Hoffman led teams in shaping and expressing Nike's brand voice and identity through storytelling and experiences. Every story was distinct, yet the result was always the same: a strong emotional attachment between products and people—quite literally emotion by design. With fascinating stories about Nike's most famous campaigns, *EMOTION BY DESIGN* shares Hoffman's philosophy and principles on how to create an empowering brand that resonates deeply with people by unlocking the creativity within your organization and unleashing it out into the world.

Crafting Customer Experience Strategy Sapna Popli, Bikramjit Rishi, 2021-05-04 *Crafting Customer Experience Strategy: Lessons from Asia* looks at how Customer Experience Management can be vital in providing a competitive advantage for businesses. This is essential reading for marketing scholars and practitioners looking for insights into improving their customers' experiences.

The Progress Principle Teresa Amabile, Steven Kramer, 2011-07-19 What really sets the best managers above the rest? It's their power to build a cadre of employees who have great inner work lives—consistently positive emotions; strong motivation; and favorable perceptions of the organization, their work, and their colleagues. The worst managers undermine inner work life, often unwittingly. As Teresa Amabile and Steven Kramer explain in *The Progress Principle*, seemingly mundane workday events can make or break employees' inner work lives. But it's forward momentum in meaningful work—progress—that creates the best inner work lives. Through rigorous analysis of nearly 12,000 diary entries provided by 238 employees in 7 companies, the authors explain how managers can foster progress and enhance inner work life every day. The book shows how to remove obstacles to progress, including meaningless tasks and toxic relationships. It also explains how to activate two

forces that enable progress: (1) catalysts—events that directly facilitate project work, such as clear goals and autonomy—and (2) nourishers—interpersonal events that uplift workers, including encouragement and demonstrations of respect and collegiality. Brimming with honest examples from the companies studied, The Progress Principle equips aspiring and seasoned leaders alike with the insights they need to maximize their people's performance.

CUSTOMER EXPERIENCE MANAGEMENT - THE EXPERIENTIAL JOURNEY James Seligman,2018-09-19 Organizations that want to deliver required outcomes can do so by shifting gears from traditional 'command and control tactics', to a more collaborative way of working with customer interactions, ensuring relevant skills and capabilities are made available. By investing in technology, organizations that support the customer experience can provide accurate forecasting, customer in sight, and the skills and capabilities regardless of their location and time zone. Processes that span the back office to the front office should provide real time insight into the interpersonal experience journeys and enable co-creation of goods and services.

B2B Customer Experience Paul Hague,Nicholas Hague,2018-06-03 B2B Customer Experience shows readers how to deliver the very best customer experience (often referred to as CX), within the business-to-business realm. Marketers have long known that emotions are important in driving our experiences, and the subject is now high on the agenda of B2B companies who want to deliver a 'wow' to their customers. Achieving this 'wow' factor helps organizations distinguish themselves from their competition, while simultaneously winning new business and retaining existing clients. B2B Customer Experience is the essential handbook that guides the reader through the process of creating an exceptional customer experience. Intensely practical in its approach, B2B Customer Experience 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. Clearly argued and supported by real-world examples, this text will help readers understand critical features including the difference between customer experience, loyalty and inertia; how to use journey maps to establish strengths and weaknesses in an organization, and how to ensure that sales teams are engaged in the customer experience programme. Discussing some of the best known 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.

Experiential Marketing Shaz Smilansky,2009-02-03 Consumers are constantly inundated with repetitive traditional advertising messages, bombarding their lives, interrupting their TV shows and generally getting in the way. The consumer does not feel any real emotional connection with these brands, and if they do buy, it is simply because the brand that shouted the loudest got their attention. This outdated approach to marketing communications is dying, and fast. Brands are realising that to secure the lifetime value of their customers by gaining true customer loyalty, they must give something back. The

relationships between brands and their target audiences are being revolutionized. Experiential Marketing looks at the new experiential marketing era, which focuses on giving target audiences a fabulous brand-relevant customer experience that adds value to their lives. Experiential marketing is made up of live brand experiences - two way communications between consumers and brands, which are designed to bring brand personalities to life. This book demonstrates how experiential marketing fits in with the current marketing climate, and how to go about planning, activating and evaluating it for best results. This is essential reading for both advertising and marketing practitioners, and marketing students.

Branded Customer Service Janelle Barlow, Paul Stewart, 2006-09-14 Branding is an integral part of modern business strategy. But while there are dozens of books on branding products and marketing campaigns, nobody has applied the logic and techniques of branding to customer service -- until now. *Branded Customer Service* is a practical guide to moving service delivery to a new level so that brand reinforcement occurs every time customers interact with organizational representatives. Janelle Barlow and Paul Stewart show how to infuse an entire organization with brand values and create a recognizable style of service that reflects brand promises and brand images.

Memorable Customer Experiences Michael B. Beverland, Professor Adam Lindgreen, Professor Joëlle Vanhamme, 2012-08-28 Experiential marketing - or memorable customer experiences - is proving a popular tool amongst businesses seeking to make an impact in a competitive world. Yet the scramble to achieve a presence among experience providers has led many companies to design and implement experiential marketing without integrating it with their overall marketing strategy. These companies often end up dissatisfying their customers rather than delighting them. This research anthology investigates different angles of experiential marketing. The 16 chapters are organised in six sections. The first section considers whether memorable customer experiences result from the use of traditional marketing practices, perhaps implemented more effectively than previously, or require entirely new practices with new foundations that turn companies into experience providers. Section two details ways businesses seek to build brands through putting experiential marketing into practice, while section three asks whether there are general principles that can be applied to the design of customer experiences which ensure successful outcomes whatever market you may operate in. Section four examines how companies manage their customer experiences once they have made the strategic decision to provide them, and section five looks at methods available to evaluate the success of these customer experiences. 'Experiential marketing changes everything!' claim the management gurus, but is it really so significant that not joining this race is dangerous? The last section of the book offers a much needed critique of experiential marketing.

Customer Experiences affect Customer Loyalty: An Empirical Investigation of the Starbucks Experience using Structural Equation Modeling Daniel Gurski, 2014-02-01 The study at hand investigates customer experiences at the American coffee company Starbucks and develops a new scale to measure customer experience quality on the basis of four

dimensions: Service quality, atmosphere quality, flow quality and learning quality. The study reveals that product quality itself is a separate, but related construct to customer experience quality which alone is not sufficient to create customer loyalty. The effect of customer experience quality and product quality on customer loyalty intentions is found to be fully mediated by perceived value. Moreover, perceived wealth of the customer acts as a moderator and increases the positive effect of customer experience quality on perceived value whereas it weakens the effect of product quality on perceived value. Collectively, the results extend and clarify concepts in the evolving, but inconsistent customer experience management literature. The findings enable managers to stage customer experiences more effectively and more efficiently.

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