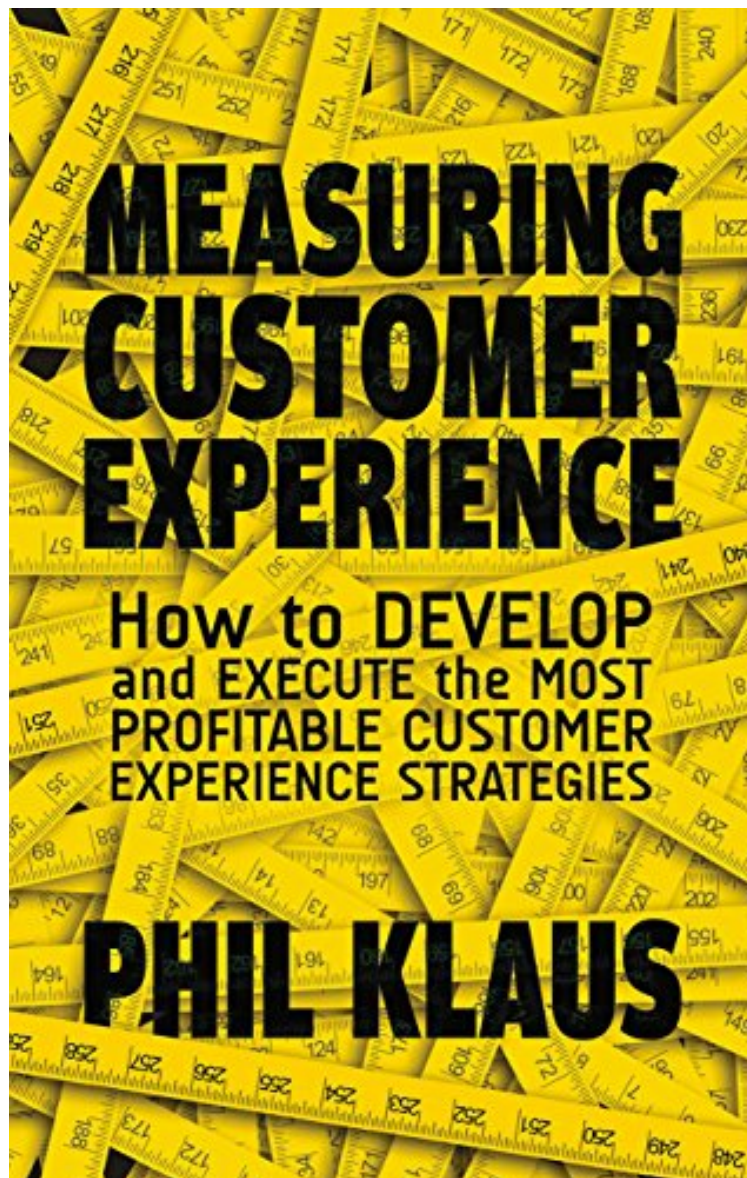


[Ebook free] Measuring Customer Experience: How to Develop and Execute the Most Profitable Customer Experience Strategies

Measuring Customer Experience: How to Develop and Execute the Most Profitable Customer Experience Strategies

P. Klaus

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P. Klaus : Measuring Customer Experience: How to Develop and Execute the Most Profitable Customer Experience Strategies before purchasing it in order to gage whether or not it would be worth my time, and all praised Measuring Customer Experience: How to Develop and Execute the Most Profitable Customer Experience Strategies:

1 of 1 people found the following review helpful. Is good to have it on the shelfBy Paulo PeresPhil did a tremendous

job of mining and gathering information and articles to support that is "Customer Experience" and how it would be possible to create a better customer experience program to bring better profitability. I recommend the book to those who seek to understand more about experience, about 'customer experience' and on marketing. It is a reading that can please more academic, but does not remove the shine and richness of thought developed by Klaus. I think he did a good invitation for marketing executives and professionals, as well as "service designers" reassess as today measure the customer experience, as you know distinguish intention of satisfaction, as differentiate Brand Experience and quality of service. His extensive pequisa covered several countries is further classified with more than 300 other CX executives. Helped develop a plausible and feasible proposal of a good Customer Experience program. 0 of 0 people found the following review helpful. CxBy Ursula The author is a Guru in CX 0 of 0 people found the following review helpful. An expensive bookend. By cyrus Despite the promising title, there is little in this book to warrant a place on an executive's shelf. If you can persevere through the endless pages of academic and non-academic citations of other people's work then you might be able to make something of the 'CX measurement' model Klaus applies - but in reality it would be difficult and low-yield if one tried to implement the framework. The sub-title is 'how to develop and execute the most profitable customer experience strategies', but the book does nothing to illuminate any strong ideas or approaches to do this - and pales in comparison to other CX strategy books published over the last few years that have pragmatic ways to think of and frame CX strategy. This book was such a let down that it ended in the hotel trash can.

"We need to deliver a great customer experience.' How often have you heard these or similar statements? And how often has a manager given a clear and meaningful definition of what a great customer experience (CX) actually is, or even proposed an idea about how to accurately measure it? In many organizations CX has become a meaningless buzzword, a vague and ephemeral 'theory of everything' that fails to deliver on its promise to drive improved performance. So why is CX so hard to pin down? It focuses on customers' value-in-use and so blurs traditional distinctions between products and services, and it exists in emotional and instinctive responses rather than rational and cognitive choices. But, as Professor Phil Klaus argues, although it may be hard, it's not impossible. And it is essential. If you can't measure it you can't manage it - but how can you hope to measure it if you can't even define it? If you're serious about measuring customer experience (and you should be) you need to define it in hard measureable terms that are connected to consumer behavior and firm performance. Blending the findings of rigorous scientific research from a multitude of global studies with practical tools and techniques developed and tested in the real-world, Measuring Customer Experience shows you how to really focus in on what parts of the customer experience drive behavior and, ultimately, business profits.

'Phil knows what it takes to win. And that is exactly what Measuring Customer Experience provides to managers who want their companies to win through building strong relationships with customers.' - Timothy Keiningham, PhD, Global Chief Strategy Officer and Executive Vice President, Ipsos Loyalty
'Dr Phil Klaus' investigation and findings on how to measure and improve Customer Experience addresses one of the most pressing issues for marketers and businesses today. His erudite approach to the subject breaks new ground with the EXQ technique being one that will in due course filter down into the practice of advanced marketers.' - Crispin Rogers, Director Targeted Marketing, Visa Europe
'Move past individual customer service with this systematic 'next-practice' guide to thinking beyond the simple transaction, enhancing your total customer experience and increasing profitability.' - Ian Di Tullio, Director Loyalty Marketing, Air Canada
'This book provides a useful roadmap, addressing the pressing questions managers face: Where are we currently in terms of managing and measuring customer experience? Where do we want to be? And most important, how do we get there?' - Katherine N. Lemon, PhD, Accenture Professor of Marketing, Chair, Marketing Department, Boston College
'We know that customer loyalty is one of the most important drivers for the business performance, particularly at a professional service firm. However, we didn't know what exactly affected it. Through dedicated research, Phil clearly demonstrated the solution. This is an excellent book and I strongly recommend this to all the executives involved in measuring everything related to customers.' - Dr. Junichi Kato, Managing Director TMF Group Japan
From the Inside Flap
Foreword
Companies around the world have come to recognize the importance of customer experience measurement and management to the ultimate success of their firms. In fact, a 2014 survey of 1020 CEOs from around the world conducted by The Conference Board found that the second most daunting challenge CEOs believed that they faced was building stronger customer relationships. This was second only getting top quality employees capable of performing the work. Perhaps even more shocking, essential success factors like innovation and even operational excellence fell below customer relationships. To address this need, companies have embraced customer experience management with fervor. An entire industry has developed to support companies on this journey. Professional associations have sprung up for customer experience managers and consultants that can boast thousands of members. The result of all this is that tens of billions of dollars are spent by companies every year on efforts to measure, analyze, and manage the customer experience. The great news is that this has been an unbridled success, with companies growing rapidly and making record profits; moreover customers are consistently delighted with the companies with which they do business. Sadly,

we all know immediately that this statement must be sarcasm as it does not remotely reflect reality. A major problem is that, despite an understanding of the importance of customer relationships to a company's success and a fervent embrace of customer experience management, managers do not have a good understanding of what customer experience management entails, nor do they know precisely what they must do to achieve success. That is why Measuring Customer Experience is so important and timely. Phil Klaus is a renowned customer experience management thought leader. More important, he is one of the very few experts who really understand the science of what works, and the management practices required to make it work. Phil is well known in the scientific community for his rigorous research on all things related to company-customer relationships. Before his academic career, however, Phil had a strong career in marketing and management consulting. Perhaps more important to understanding Phil's relentless drive to understand the secrets for success, he is an avid mountain bike racer. Phil takes the complex and makes it simple. His clear, step-by-step approach will resonate with managers who recognize how complex (and often unwieldy) the process of designing, managing and measuring customer experience can be. This book provides a useful roadmap, addressing the pressing questions managers face: Where are we currently in terms of managing and measuring customer experience? Where do we want to be? And most important, how do we get there? Executives charged with customer experience management--in marketing, operations, information systems, talent management or in the C-suite--will gain valuable insights and practical techniques for improving their customer experience, and linking such improvements to the bottom line. Whether your organization is just starting its own customer experience journey, or if it is well on its way to delivering excellent, consistent customer experiences, this book is certainly for you. For those just building a customer experience management capability, Phil provides a structure for understanding the dimensions of customer experience that clearly answers the question, "Where do I even start?" For those who have a well-developed customer experience capability in hand, Phil's customer experience management balance sheet and detailed approach to measurement will enable you to accelerate the ROI on your current efforts. Phil knows what it takes to win. And that is exactly what Measuring Customer Experience provides to managers who want their companies to win through building strong relationships with customers. Timothy Keiningham, PhD Global Chief Strategy Officer and Executive Vice President, Ipsos Loyalty Bestselling Author of The Wallet Allocation Rule and Why Loyalty Matters Katherine N. Lemon, PhD Accenture Professor of Marketing, Chair, Marketing Department Carroll School of Management, Boston College From the Back Cover "Dr. Phil delivers a revolutionary new way to understand and measure the Customer Experience. He was able to challenge the commonly used surveys to propose a method that allows true insight on how to enhance the customer experience, and ultimately increase Customer Lifetime Value." Denis Kraus CDO Executive Committee Groupe Meaumanoir "Dr. Klaus has produced a definitive study of Customer Experience in today's economy that establishes a direct link between CX, sales growth and profitability. The categorization of companies into Vanguards, Transformers and Preservers classifies different organizational approaches and evaluates the behaviors, which lead to higher or lower levels of sales growth over time. By combining academic rigor with practical insight, Dr. Klaus has produced a framework that all companies can implement to measure and design their CX experience across the organization. Dr. Klaus' passion for all aspects of CX translates into a readable study full of genuinely helpful advice for business leaders. The definitive linkage of great CX to improved profitability will help many business leaders win the argument for investment and change within their own companies." Chris Combemale Executive Director Direct Marketing Organization (DMA) UK "Professor Klaus delivers a forceful call for business to manage the entire, holistic customer experience (CX), much more than just service quality and customer satisfaction. His message, itself, is holistically crafted, weaving together scholarship and practice; strategy, implementation and measurement; with links forged to CX quality and profitability." David Bowen, Ph.D. Robert and Katherine Herberger Chair in Global Management and Professor of Management Thunderbird School of Global Management Organizational Behavior/HR Thought Leader "Measuring Customer Experience offers a simple but insightful guide for managers about on how to deliver performance through effective customer experience management." Professor Rod Brodie University of Auckland Marketing Hall of Fame Inductee "Phil Klaus has written an exciting book well grounded in theory and in empirical research. Customer experience is an important phenomenon that exponentially gains interest among practitioners and academics alike. The book provides valuable ideas, structures, and tools. Reading it is a great experience." Christian Grouml;noos, Professor of Service and Relationship Marketing, Hanken School of Economics, Finland