

# Read Free The Dna Of Customer Experience How Emotions Drive Value

## The Dna Of Customer Experience How Emotions Drive Value

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## Experience

'Thought-leadership at its best. The DNA of the Customer Experience gets to the real heart of what it is that makes Customer Experience Management so valuable as a means to increased profitability and differentiation in the over commoditized world we live in today.' - Rhonda Dishongh - Director, Customer Experience. Memorial Hermann Hospital System

~~The DNA of Customer Experience: How Emotions Drive Value ...~~

The DNA of Customer Experience. By. Chip Bell - May 2, 2011. 0. 302 views. Tweet. DNA had been a star in recent years. TV shows make it the centerpiece of crime solving programs; the news media throw the label around like they might WMDs or TSA. DNA is a nucleic acid that contains the genetic instructions used in the

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development and ...

## ~~The DNA of Customer Experience | Customer Think~~

What are the Six Pillars that Nunwood has dubbed "the DNA of a successful customer experience?" I was recently sent an advance copy of the 2015 Nunwood US Customer Experience Excellence Report. The report focuses on best practices in the US market, investigating which businesses excel, why, and how UK brands can learn from US customer experience leaders.

## ~~The DNA of a Successful Customer Experience~~

'Thought-leadership at its best. The DNA of the Customer Experience gets to the real heart of what it is that makes Customer Experience Management so valuable as a means to increased

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~~The DNA of Customer Experience by C. Shaw | Waterstones~~

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 DNA of Customer Experience: How Emotions Drive Value ...~~

A Customer Experience is about a number of things. It about a

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physical Customer Experience, such as price, product, location, opening times, and the channel that is used, that is, stores, online, telephone, the features of the product, and so on. Critically it is also about emotions – how a customer feels.

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The methodology developed by KPMG has identified the characteristics of an exceptional customer experience in six pillars. - Personalization, or rather, focusing on the individual to create an emotional connection with the customer. - Integrity, or rather, the ability to create a trusting relationship through credibility.

~~The customer experience is based on six pillars, according ...~~



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The DNA of customer experience : how emotions drive value.  
[Colin Shaw] -- 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 ...

~~The DNA of customer experience : how emotions drive value ...~~

While the DNA metaphor is a bit strained (after all, talking about the virus of customer experience wouldn't be nearly as poetic, even if it might be a slightly more accurate metaphor), Shaw gets his ideas across well and the underlying principles he outlines are quite good.

~~Amazon.com: Customer reviews: The DNA of Customer ...~~

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~~The DNA of Customer Experience Free Summary by Colin Shaw~~

As with 'Building Great Customer Experiences' and 'Revolutionize your Customer Experience', 'the DNA of the Customer Experience' develops and grows our knowledge of Customer Experience Management further and at the same time introduces a practical and revolutionary technique to get value from it.' - Simon Fox - Chief Executive. HMV Group Plc.

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~~The DNA of Customer Experience : C. Shaw : 9780230500006~~

A Definition of Customer DNA. Derived from customer data, Customer DNA is the complete view enterprises gain into their customers. Just as DNA in the biological sense is an individual's unique genetic code, Customer DNA in the marketing sense is the customer's unique behavior and tastes. Customer DNA gives a 360-degree view of the customer, enabling organizations to create personalized, relevant customer experiences for each of their individual customers.

~~NGDATA | What is Customer DNA? Definition and Benefits~~

Use of name, individualised attention, knowledge of preferences and past interactions all add up to an experience that feels personal. It makes the customer feel important and valued and begins to build

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an emotional connection.

~~KPMG Nunwood The Six Pillars KPMG Nunwood~~

Everything a company does contributes to how customers perceive it, and therefore to the overall customer experience, including the messaging you use, the products you sell, the sales process, and...

~~What Is Customer Experience?~~

of the customer create an amazing customer experience that turns satisfied customers into customer evangelists the dna of customer experience how emotions drive value author colin shaw type ebook our research shows over 50 of a customer experience is about how a customer feels we have discovered there are four clusters of emotions

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