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Looking to improve your customer experience? These 68 strategies will show you how to stand out from your competitors, whatever your business. Full of practical tips, inspiring insights and interviews with a wide range of leaders and entrepreneurs, How to Wow reveals all you need to deliver a world-class customer experience. Covering both the customer and business side of the equation, you'll learn how to attract new customers, design a leading customer experience and quickly resolve a wide range of problems, plus much more. Don't let your business fall behind, look inside and take your customer experience to the next level. "Essential and powerful insights for everyone who aspires to map out and enhance the customer journey and drive growth." Keith Lewis, COO, Matchtech Group plc "At last – a book that provides practical ways of delivering the superior experience that today's customers demand." Olivier Njamfa, Co-Founder and CEO of customer experience software company Eptica

LIMITED EDITION - 7'x7' HARDBACK - ORIGINAL CONCEPTEmerging in the 1970s, prog rock was often accused of being overly technical, too elaborate, not focused on its audience and often in danger of disappearing up it's own a---!One could argue that the service and experience space is starting to exhibit some of the same characteristics namely it's in danger of becoming overly technical, benchmarked, frameworked, measured, codified, certified, specialized and functionalized etc etc.Punk exploded out of the back of prog rock with it's democratic, DIY, back to basics approach that inspired both a cultural and musical movement and change in mindset. It dared to be different and was OK with the fact that not everyone liked that.So, is it time to consider what a punk rock version of CX would look and feel like, particularly given that many reports suggest that around 70 percent of customer experience projects fail to deliver on their promises? If so, what would that look and feel like.Adrian Swinscoe in his new book 'Punk CX', tackles some of these questions and shares some key insights and practical takeaways that will allow you harness your inner punk and transform your own customer experience.

Everyone knows that the best way to create customer loyalty is with service so good, so over the top, that it surprises and delights. But what if everyone is wrong? In their acclaimed bestseller The Challenger Sale, Matthew Dixon and his colleagues at CEB busted many longstanding myths about sales. Now they've turned their research and analysis to a new vital business subject—customer loyalty—with a new book that turns the conventional wisdom on its head. The idea that companies must delight customers by exceeding service expectations is so entrenched that managers rarely even question it. They devote untold time, energy, and resources to trying to dazzle people and inspire their undying loyalty. Yet CEB's careful research over five years and tens of thousands of respondents proves that the "dazzle factor" is wildly overrated—it simply doesn't predict repeat sales, share of wallet, or positive wordof-mouth. The reality: Loyalty is driven by how well a company delivers on its basic promises and solves day-to-day problems, not on how spectacular its service experience might be. Most customers don't want to be "wowed"; they want an effortless experience. And they are far more likely to punish you for bad service than to reward you for good service. If you put on your customer hat rather than your manager or marketer hat, this makes a lot of sense. What do you really want from your cable company, a free month of HBO when it screws up or a fast, painless restoration of your connection? What about your bank—do you want free cookies and a cheerful smile, even a personal relationship with your teller? Or just a quick in-and-out transaction and an easy way to get a refund when it accidentally overcharges on fees? The Effortless Experience takes readers on a fascinating journey deep inside the customer experience to reveal what really makes customers loyal—and disloyal. The authors lay out the four key pillars of a low-effort customer experience, along the way delivering robust data, shocking insights and profiles of companies that are already using the principles revealed by CEB's research, with great results. And they include many tools and templates you can start applying right away to improve service, reduce costs, decrease customer churn, and ultimately generate the elusive loyalty that the "dazzle factor" fails to deliver. The rewards are there for the taking, and the pathway to achieving them is now clearly marked.

Ready to take your business to the next level? Find out everything you need to know about effective sales techniques with this practical guide. It is tempting to think that sales skills are something that you either have or do not have, and it is certainly true that selling does not come naturally to everyone. In reality, by following a small number of golden rules, anyone can win over even the most challenging customers. This concise and straightforward guide will give you the tools you need to hone your powers of persuasion, showcase your product's strengths, build positive customer relationships and secure repeat business. In 50 minutes you will be able to: [] Adapt your sales pitch based on your customer's needs and motivations [] Communicate effectively with customers to avoid misunderstandings and persuade them to make a purchase [] Establish a relationship based on trust with your customers and keep them coming back ABOUT 50MINUTES.COM | COACHING The Coaching series from the 50Minutes collection is aimed at all those who, at any stage in their careers, are looking to acquire personal or professional skills, adapt to new situations or simply re-evaluate their work-life balance. The concise and effective style of our guides enables you to gain an in-depth understanding of a broad range of concepts, combining theory, constructive examples and practical exercises to enhance your learning.

'Supply Chain 4.0' has introduced automation into logistics and supply chain processes, exploiting predictive analytics to better match supply with demand, optimizing operations and using the latest technologies for the last mile delivery such as drones and autonomous robots. Supply Chain 4.0 presents new methods, techniques, and information systems that support the coordination and optimization of logistics processes, reduction of operational costs as well as the emergence of entirely new services and business processes. This edited collection includes contributions from leading international researchers from academia and industry. It considers the latest technologies and operational research methods available to support smart, integrated, and sustainable logistics practices focusing on automation, big data, Internet of Things, and decision support systems for transportation and logistics. It also highlights market requirements and includes case studies of cutting-edge applications from innovators in the logistics industry.

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.

It's normal to feel overwhelmed by the hard things in life, but lately doesn't it seem like we're feeling this way a lot more often than we used to? The problem isn't a lack of motivation or effort, but that motivation and effort are limited resources. The more we deplete them, the more burnt out we get, making it even harder to produce the results we want. In 'Effortless', Greg McKeown show us how to make essential tasks easier so that we can accomplish more of what matters, without burning out. From the author of 'Essentialism'.

Understand all areas of creating an exceptional customer experience that is bespoke to the B2B realm, with this practical and essential guide to the process.

"The invaluable advice in How to Wow guarantees your success in any meeting situation, from the boardroom to the breakfast table." –Keith Ferrazzi, author ofNever Eat Alone In today's fast-paced world, where an elevator ride with your CEO can turn into an impromptu meeting, your lunch date can become a job interview, and your conversation at a cocktail party may be a

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preamble to a potential business merger, knowing how to market yourself in any situation is vital. Corporate coach Frances Cole Jones has helped numerous CEOs, celebrities, and public personalities present their best selves on camera and onstage, in boardrooms and in person; now in her new book,How to Wow, she shares her strategies for making your mark in business and in life. Every encounter, Jones believes, provides you with an opportunity to positively influence colleagues, employers, neighbors—even competitors. Not only your words, but your tone of voice and your body language speak volumes. The question, however, is: Are they working together to say what you want them to, as effectively as possible? Inside, you'll learn how to □ leave a lasting impression with a simple introduction □ effectively employ the twelve most persuasive words in the English language and command the stage, boardroom, or lunch table □ read nonverbal responses accurately—and shift negative ones immediately □ motivate your team under deadline □ interview fearlessly and flawlessly □ write the perfect pitch, résumé, cover letter, or e-mail □ deliver speeches that bring people to their feet □ transform a PowerPoint presentation into a powerful success With easy-to-follow advice, amusing anecdotes, and immediately employable hints, Jones's guidelines can keep you cool (even in hot water). From asking the right questions to giving the right answers,How to Wowwill provide you with the confidence to be calm and commanding in all you do and to wow anyone anywhere anytime. From the Hardcover edition.

Create Show-Stopping Meals with Style & Grace Impress your guests and have a celebration they'll never forget, without the stress commonly associated with party planning. With Effortless Entertaining Cookbook, you can be a great entertainer with stunning, hot, delicious meals that once seemed complicated but become easy with Meredith Steele's culinary entertaining secrets. The results are consistent: meals that are easy to cook but have a large wow factor. Meredith provides her stress-free tips to not only prep like a boss and be an incredible host, but also how to make great food with balanced flavors that come together easier than you can imagine and arrive on the table piping hot on your schedule. Recipes include a Shaved Asparagus Salad that tastes like it has a pantry full of ingredients, when really it only has a handful; Vanilla Bean and Bourbon Peaches that seem like they have been cooked for hours when really it's only minutes; and Easy Duck Confit with Orange Honey Glaze that takes the guesswork out of this once difficult task and turns it into a technique you can use at any occasion with ease. With Meredith, you can dazzle your family and friends effortlessly.

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