



Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers

By Bernd H. Schmitt

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In *Customer Experience Management*, renowned consultant and marketing thinker Bernd Schmitt follows up on his groundbreaking book *Experiential Marketing* by introducing a new and visionary approach to marketing called customer experience management (CEM). In this book, Schmitt demonstrates how to put his CEM framework to work in any organization to spur growth, increase revenues, and transform the image of your company and its brands. From retail buying to telephone orders, from marketing communications to online shopping, every customer touch-point offers companies an opportunity to maximize the customer experience and establish a bond that will never be broken.

Customer Experience Management introduces the five-step CEM process, a comprehensive tool for connecting with customers at every touch-point. This revolutionary marketing guide provides cases of successful CEM implementations in a wide variety of consumer and B2B industries, including pharmaceuticals, electronics, beauty and cosmetics, telecommunications, beverages, financial services, and even the nonprofit sector.

A must-read for senior executives, marketing managers, and anyone who wants to drive growth, increase income, and spur organizational change, *Customer Experience Management* demonstrates the power of collecting truly relevant customer information, developing and implementing winning strategies, and measuring their results.

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By Bernd H. Schmitt Bibliography

- Rank: #1149442 in eBooks
- Published on: 2003-02-17
- Released on: 2003-02-17
- Format: Kindle eBook



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Editorial Review

Review

"...demonstrates the power of collecting truly relevant customer information..." (*Managing Information*, January/February 2004)

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From the Inside Flap

From retail buying to telephone orders, from marketing communications to online shopping, every customer touch-point offers your company an opportunity to maximize the customer experience and establish a bond that will never be broken—another opportunity for customer experience management (CEM).

In his acclaimed bestseller *Experiential Marketing*, renowned consultant and marketing thinker Bernd Schmitt explained why companies that focus on the customer experience are among the most successful and profitable organizations in the world. In *Customer Experience Management*, he shows you how to put CEM to work in any organization to spur growth, increase revenues, and transform the image of your company and its brands.

This revolutionary marketing guide introduces the five-step CEM process that you can use to connect with your customers at every touch-point. It provides cases of successful CEM implementations in a wide variety of consumer and B2B industries, including pharmaceuticals, electronics, beauty and cosmetics, telecommunications, beverages, financial services, and even the nonprofit sector. These cases demonstrate how CEM offers powerful solutions for virtually any type of business challenge and enables managers to:

- Gain original insight into the customer's world
- Develop an experiential strategy platform
- Create a unique and vivid brand experience
- Provide dynamic interactions at the customer interface
- Innovate continuously to improve customers' lives

This provocative treatise provides new insight into perennial marketing and management issues such as segmentation and targeting, positioning, branding, service, and innovation. It also offers a clear and convincing critique of other customer-based paradigms, including traditional marketing, customer satisfaction, and customer relationship management (CRM). It explains why each of them fails to provide genuine focus on the customer and why the CEM framework is the only approach to date that makes a company and its brands relevant to the customer's life.

Customer Experience Management also demonstrates the power of collecting truly relevant customer information, developing and implementing winning strategies, and measuring their results. It's a must-read for senior executives, marketing managers, and anyone who wants to drive growth, increase income, and spur organizational change.

Users Review

From reader reviews:

Wendy Poston:

Why don't make it to be your habit? Right now, try to ready your time to do the important action, like looking for your favorite guide and reading a publication. Beside you can solve your problem; you can add your knowledge by the book entitled Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers. Try to make the book Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers as your good friend. It means that it can to become your friend when you truly feel alone and beside regarding course make you smarter than before. Yeah, it is very fortuned in your case. The book makes you more confidence because you can know everything by the book. So , let's make new experience and knowledge with this book.

Robert Delaney:

The actual book Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers will bring that you the new experience of reading any book. The author style to spell out the idea is very unique. Should you try to find new book to read, this book very suited to you. The book Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers is much recommended to you to read. You can also get the e-book in the official web site, so you can quicker to read the book.

Robert Williams:

In this era globalization it is important to someone to acquire information. The information will make you to definitely understand the condition of the world. The health of the world makes the information better to share. You can find a lot of references to get information example: internet, magazine, book, and soon. You will see that now, a lot of publisher that print many kinds of book. The particular book that recommended for you is Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers this e-book consist a lot of the information in the condition of this world now. This book was represented how can the world has grown up. The language styles that writer use to explain it is easy to understand. Typically the writer made some exploration when he makes this book. Here is why this book appropriate all of you.

Jason Rickman:

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