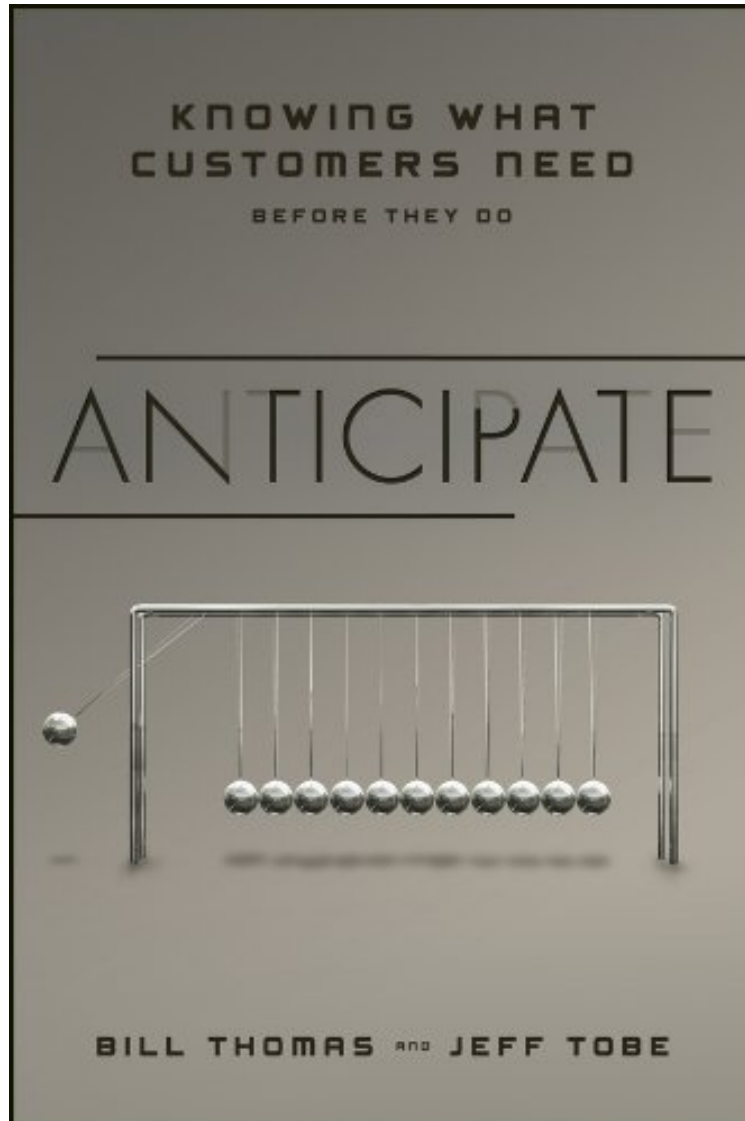


## Anticipate: Knowing What Customers Need Before They Do

*Bill Thomas, Jeff Tobe*

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**Bill Thomas, Jeff Tobe : Anticipate: Knowing What Customers Need Before They Do** before purchasing it in order to gage whether or not it would be worth my time, and all praised Anticipate: Knowing What Customers Need Before They Do:

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reference for understanding and deploying customer value creation. 1 of 1 people found the following review helpful.  
What this book does for you business...By Rob Fulton  
There is nothing new about the idea that we need to value our customers. This book wouldn't have left the editors desk if that was the premise. In this book you get the HOW to have tangible growth in your business. The secret that's given in the book, and explained in great detail is by using their framework called the "Customer Focus Maturity Model" you discover how to apply this immediately. I love books that you can pay 25.00 for an you can read in one sitting and have a full page game plan for something that we're probably not doing in our business. For the business that want quick implementation this book does deliver. For the business that wants to go even deeper you get a gift in this book. The gift is depth. You install and then if you like, you go deep on each Level by following the advanced details given. I really appreciated the book and know how the money invested in this book will start paying for itself the minute I implement the ideas over a monday morning work session. Two other books that are a great companion to this are Delivering Happiness, and The Everything Store. Kudos to the authors!

Design and implement the ideal customer focus  
Anticipate provides business readers with a practical how-to approach for taking their customer-supplier relationship to one that is more sustainable and more mutually profitable. Much of the discussion on customer experience has centered on the hospitality or retail industries and has showcased the discrete techniques organizations use to deliver better service and create more satisfied customers. Anticipate extends and integrates those techniques to deliver an end-to-end customer experience that can be applied in any industry, by any type of organization. Get proven guidance on how to design and implement a customer-focused journey that moves beyond the transaction and satisfied customers, to a relationship and culture that creates and leverages loyalty and the profitability that comes with it. Explains proprietary methods such as the Customer Focus Maturity Model reg; and Value Chain Labs reg; that teach readers the steps and tools organizations use to create, drive and optimize their customer focus. Authors Bill Thomas and Jeff Tobe have used their 10-point framework to guide Fortune 500's, start-ups as well as non-profits in charting a customer-focused journey that matures, anticipates and delivers increasing levels of loyalty and profitability with their customers, and across their broader value chain. Anticipate will provide you with field-proven steps, tools and examples that you'll use to take your customer-focused strategy, execution and culture to the ideal level.

From the Inside Flap  
Much of the discussion on customer loyalty has centered on the hospitality or retail industries, analyzing customer experience management at Disney, Starbucks, Nordstrom, and the like. But how can other organizations including manufacturing, financial services, or nonprofits better design, implement, and leverage the most effective customer experience? What steps can organizations take to move from reactive to active and ultimately to a proactive customer focus? Anticipate provides proven guidance on how to turn satisfied customers into enthusiastic customers who help generate the highest return. Using proprietary tools such as the Customer Focus Maturity Model reg; and Value Chain Labs reg; it explains, in detail, how to develop a customer/supplier relationship that helps both sides anticipate where they need to go. You'll learn: How to apply the Ten-Point Customer Focus Framework, which outlines the key steps successful companies use to create a clear and compelling linkage between their customer focus, growth strategy, and results The three levels of implementation as defined by the Customer Focus Maturity Model reg; and specific techniques to move your organization further along within a given stage, and from one stage to the next How to differentiate among customer behavior, satisfaction, and loyalty, and why a repeat customer isn't always a loyal customer or one worth keeping How to define and deliver unique value at each customer/supplier touch point How to build, drive, and leverage a value-creating culture throughout the organization, with customers and with your broader value chain Anticipate shows you the way to partner with and walk alongside a customer to build an ideal experience together and eventually, to enjoy the profits of that partnership. For more information, visit [www.AnticipateTheExperience.com](http://www.AnticipateTheExperience.com).  
PRAISE FOR ANTICIPATE  
"Anticipate is insightful, interesting, and relevant to all companies who focus on delivering an exemplary customer experience. This book debunks common myths and outlines a customer focus framework to deliver customer value at every touch point. If you strive for a customer-centric focus within your company, you'll garner great insight from Anticipate."  
—KAY PHELPS, Senior Manager, Product Marketing, Avaya, Inc.  
"Anticipate is a blueprint for success for any business! We wouldn't exist without our customers and this book delivers a three-step process to becoming even more customer-centric."  
—DAWN WELLHAUSEN, Director, Global Marketing Programs, Aspect Software, Inc.  
"We are a family-run business and our focus has always been on customer service. Reading this book made us re-evaluate our policies and procedures. Anticipate's Ten-Point Customer Focus Framework is our new benchmark to ensure that our emphasis is on the customer experience, not just on service."  
—STACEY ISON, President, Toronto Honda  
About the Author  
BILL THOMAS is founder of Centric Performance, LLC, providing a strategic framework and practical tools to organizations committed to enhancing their customer focus and value chain partnerships. Thomas is the creator of the Customer Focus Maturity Model reg;, the first model to identify both the external and internal stages a company goes through, and techniques they use, to optimize the profitability of their customer/supplier relationships. Thomas has worked with dozens of organizations in their customer focus efforts and

has designed and implemented long-term customer focus strategies and processes for many of them. JEFF TOBE is a Certified Speaking Professional who was chosen as "one of the top 15 speakers in North America" by readers of Meetings and Conventions magazine. As the founder of Coloring Outside the Lines, Tobe teaches organizations how to think more creatively when it comes to designing and implementing the ideal customer experience. He is a frequent guest on business radio shows and podcasts and has been seen on NBC, Fox News, and local stations across the country.