

The Ten Principles Behind Great Customer Experiences (Financial Times Series)

Matt Watkinson

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Matt Watkinson : The Ten Principles Behind Great Customer Experiences (Financial Times Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Ten Principles Behind Great Customer Experiences (Financial Times Series):

1 of 1 people found the following review helpful. providing an excellent customer experience is HUGEBy AndrewSRWhen we think of traditional healthcare, we don't always consider "customer service" as an essential

component. But the fact is, as the healthcare environment changes, and the cost is being shifted more to the consumer, people are starting to become more selective when they choose healthcare providers. What really distinguishes one provider from the next? The reality is, providing an excellent customer experience is HUGE. As a physical therapist myself, the research even shows the things that patients value the most-- empathy, effective communication, trust, and meeting expectations, all things that are highlighted in this book. I cannot recommend this book enough. Anyone involved in any type of business or sales will take away valuable and actionable information from this. As an aside, I also had the pleasure to interview Matt for an upcoming episode of the "Healthcare Disruption podcast" soon to be found on iTunes and currently on updocmedia.com. 8 of 8 people found the following review helpful. Hands on GPRS guidance on how to get traction from customer experience efforts. By Christophe Dhaisne I have now read several books about Customer Experience and I consider this one as one of the best. Having been recently appointed head of customer experience, I am particularly interested into content that connects the dots between the theory, the customer experience academic business principles on one hand and its practical and operational implementation on the other. This book particularly delivers on that front as it is clearly written by a no non sense and hands on practitioner. I would highly recommend it to anyone willing to get real traction within his/her organization from customer experience efforts. 0 of 0 people found the following review helpful. Well-organized, quick read By Brittany I wish I could make everyone in every customer-facing business read this book. The concepts are thought provoking and the author provides great examples to reinforce them.

Overall WINNER - CMI Management Book of the Year 2014 WINNER - Innovation Entrepreneurship Category at the CMI Awards 2014
Create a great customer experience whoever you are.
Customers are powerful. They have a loud voice, a wealth of choice and their expectations are higher than ever.
This book covers ten principles you can use to make real world improvements to your customers' experiences, whatever your business does and whoever you are.
For managers, leaders and those starting a new business, the book shows that making improvements customers will appreciate doesn't need to be complicated or cost a fortune.

"Many of the business manuals or books that cross our desk here at The Entrepreneurs are dry, aspirational, self-help texts devoid of any intellectual spice. Some business themed books however buck the trend. Glance at its title and Matt Watkinson's business tome seems innocuous enough, "The Ten Principles Behind Great Customer Experiences." But crack open the spine, and the prose reveals a cerebral and often original approach to design, customer service and management. He references playwrights, directors and philosophers, and makes their theories applicable to the world of customer experiences."