

The Intuitive Customer 7 Imperatives For Moving Your Customer Experience To The Next Level

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*The Intuitive Customer: 7 Imperatives For Moving Your ...
The results of this collaboration is the new thinking needed in the shape of a groundbreaking new book, "The Intuitive Customer: 7 imperatives for moving your Customer to the next level, Palgrave MacMillan, Sept 2016. Shaw and Hamilton have distilled this wisdom down to Seven Imperatives that an organization must embrace to move their Customer Experience to the next level.*

*Kirja-arvostelu - The Intuitive Customer: 7 Imperatives ...
Get this from a library! The Intuitive Customer : 7 Imperatives For Moving Your Customer Experience to the Next Level. [Colin Shaw; Ryan Parker Hamilton] -- Consumers are unreasonable - but they're not stupid. We all like to think we make rational choices. But thirty years' of research has shown that what we actually do is make instinctive, 'gut' choices ...*

*The Intuitive Customer: 7 Imperatives For Moving Your ...
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Imperative 7: Realize the Only Way to Build Customer Loyalty Is through Customer Memories. ... what makes consumers behave a certain way and then use that knowledge to shape the experience you deliver to the customer.*

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which is really important for businesses of all sizes. Author begins with Moving Your Customer Experience to the Next Level Requires New Thinking, and explains why Flat earthers in organizations are stuck under the glass ceiling. because they don't know or they don't realize how people (customers) make decision and justify it.

The Intuitive Customer 7 Imperatives

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The Intuitive Customer: 7 Imperatives For Moving Your ...

The Intuitive Customer 7 Imperatives For Moving Your Customer Experience to the Next Level. Authors: Shaw, Colin, Hamilton, Ryan, Hamilton, Ryan Free Preview. Hottest topic in popular psychology: meets the business application where it will have the biggest impact ; Unique author experience ...

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You can't solve today's problems with yesterday's thinking. In The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level, authors Shaw and Hamilton explore the reasons organizations are struggling to improve their customer measures and are witnessing the plateauing of loyalty scores like Net Promoter.

The Intuitive Customer 7 Imperatives For Moving Your ...

Create an Intuitive Customer by: • Embrace the 7 Imperatives • Embrace Customer irrationality • Designing emotional experience that drive value • Understating when your Customer minds are in conflict. • Understand the cues in habits, design in rewards • Embrace the fact that loyalty is a function of memory.

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