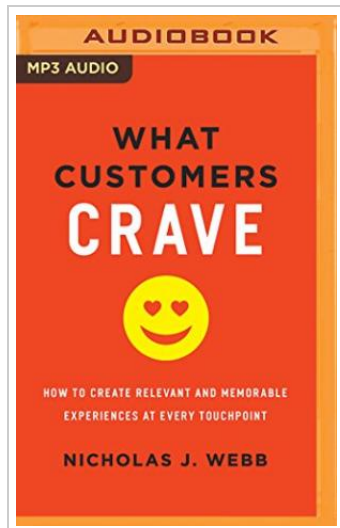



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What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint

By Nicholas J Webb

BRILLIANCE AUDIO, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. The best companies in the world discover what their customers desire--and then deliver it in memorable and deeply human experiences. How well do you know your customers? What Customers Crave examines how the hyper-connected economy is radically changing consumer expectations, and reveals what companies need to do to stay on top. The solution rests on two simple questions: What do your customers love? What do they hate? Find the answers, and you're well on your way to success. Jam-packed with tools and examples, What Customers Crave helps you reinvent how you engage with customers (both digitally and non-digitally) and: Gain invaluable insights into who they are and what they care about - Use listening posts and Contact Point Innovation to refine customer types - Engineer experiences for each micromarket that are not only exceptional, but insanely relevant - Connect across the five most important touchpoints - Co-create with your customers - And much more When you learn to provide your customers with exactly what they want, they not only buy--they come back again and again, and bring their friends.

Reviews

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