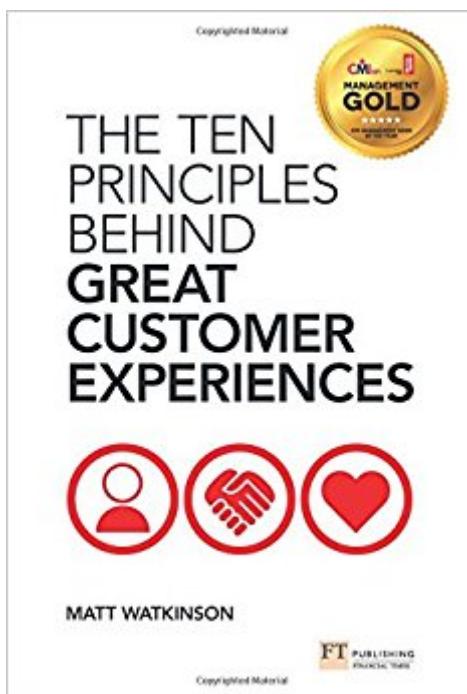


The book was found

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



## **Synopsis**

Overall WINNERÂ - CMI Management Book of the Year 2014 WINNER - Innovation & Entrpreneurship Category at the CMI Awards 2014 Â Â Create a great customer experience whoever you are. Â Customers are powerful. They have a loud voice, a wealth of choice and their expectations are higher than ever. Â This book covers ten principles you can use to make real worldÂ improvements to your customersâ™ experiences, whatever your businessÂ does and whoever you are. Â For managers, leaders and those starting a new business, the book shows that making improvements customers will appreciate doesnâ™t need to be complicated or cost a fortune. Â

## **Book Information**

Series: Financial Times Series

Paperback: 240 pages

Publisher: FT Press; 1 edition (January 24, 2013)

Language: English

ISBN-10: 0273775081

ISBN-13: 978-0273775089

Product Dimensions: 6.1 x 0.6 x 9.2 inches

Shipping Weight: 14.9 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 22 customer reviews

Best Sellers Rank: #97,863 in Books (See Top 100 in Books) #93 inÂ Books > Business & Money > Small Business & Entrepreneurship > Marketing #125 inÂ Books > Business & Money > Marketing & Sales > Customer Service #339 inÂ Books > Business & Money > Marketing & Sales > Sales & Selling

## **Customer Reviews**

"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." Â Sophie Grove, Business Editor, Monocle Â "Businesses and governments are obsessed with setting metrics. These are almost always numerical representations

of some objective reality. And that's where the problem lies. First of all because such metrics can almost always be gamed. But also because they often translate badly into subjective experience. Finally here is a book which tackles this problem and has simple, practical principles for solving it. It is part of a whole movement in social science and marketing which leads me to believe - and indeed to hope - that the next revolution will be not technological but psychological." Â Rory Sutherland, Vice-Chairman of Ogilvy UK & TED Speaker

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. Â This book covers ten principles you can use to make real worldÂ improvements to your customersâ™ experiences, whatever your businessÂ does and whoever you are. Â Â For managers, leaders and those starting a new business, the book shows that making improvements customers will appreciate doesnâ™t need to be complicated or cost a fortune. Â Written for results Practical advice thatâ™s easy to implement Start making improvements fast Â Everything you need Get started immediately using the companion worksheets Â No jargon Effortless to read No previous knowledge required Â Inspiring examples Key ideas are brought to life by great case studies Â Universally applicable The principles work for any product or service, however large the business Â Concise and skimmable Read a chapter a day on your commute Get what you need, whatever your time limits

When 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 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](http://updocmedia.com).

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.

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.

A real master-of-art review of the basics of UX! Should be read by every CEO, CMO and manager! Very practical, full with short real life proofs on every main conclusion and recommendation. The best benefit of it me is that it puts a lot of questions to answer designing the great UX.

THE BEST BOOK for BUSINESS I HAVE READ! This book looks like another book of user experience, however I found it to be one of the best books about how to conduct a business ever. It touches lightly and gracefully the foundations of management from its beginning until today. Points out all the problems of serving the customer right and all backed up with tons of examples. It is easy to read, clean, and if you don't get it after reading this book, you are not meant to be in business.

Great book! I plan to re-read it and to recommend it to fellow business people! The book is well organized and easy to read. There are clear, actionable principles that are easy to implement.

Good read

Good read

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