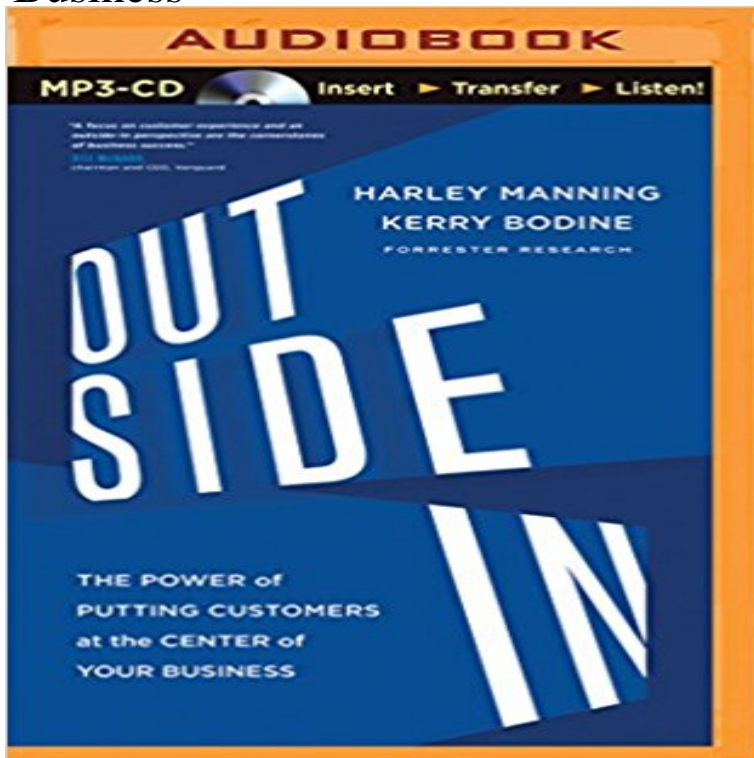


# Outside In: The Power of Putting Customers at the Center of Your Business



The solution in each case was a focus on customer experience, the most powerful and misunderstood element of corporate strategy today. Customer experience is, quite simply, how your customers perceive their every interaction with your company. It's a fundamental business driver. Here's proof: over a recent five-year period during which the S&P 500 was flat, a stock portfolio of customer experience leaders grew 22 percent. In an age when customers have access to vast amounts of data about your company and its competitors, customer experience is the only sustainable source of competitive advantage. But how to excel at it? Based on 14 years of research by the customer experience leaders at Forrester Research, *Outside In* offers a complete road map to attaining the experience advantage. It starts with the framework of the customer experience ecosystem, which reveals that the roots of customer experience problems lie not just with customer-facing employees like your sales staff, but with behind-the-scenes employees like accountants, lawyers, and programmers, as well as with the policies, processes, and technologies that your employees use every day. Identifying and solving these problems has the potential to dramatically increase sales and decrease costs. *Outside In* will teach you how to master the six disciplines of customer experience: Strategy, Customer Understanding, Design, Measurement, Governance, and Culture. You'll see how Holiday Inns customer experience strategy led to a complete redesign of its lobbies and restaurants and how American Express reinvented its service culture, earning loyalty by providing a better experience. You'll discover how Boeing redesigned the way it delivers information to match the needs of distinct customer types. And you'll learn how Barclaycard U.S. assigns every major element of customer experience to a senior

executive with the power to bulldoze internal roadblocks and solve customer problems that inhibit growth. Your gut already tells you that customer experience is the key to business success. Now you can prove it. And with the rigorous, battle-tested tools in this audiobook, you can tap the transformative power of managing from the outside in.

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Note 4.5/5: Achetez Outside In: The Power of Putting Customers at the Center of Your Business (UK Edition) de Harley Manning, Kerry Bodine, Josh Bernoff: **Outside In: The Power of Putting Customers at the Center of Your** Outside In resources - selected figures from the book. Read more. Outside In - The Power of Putting Customers at the Center of Your Business. OUTSIDE IN is **Outside In: The Power of Putting Customers at the Center of Your** **Outside In: The Power of Putting Customers at the Center of Your** Outside In THE POWER of PUTTING CUSTOMERS at the CENTER of YOUR BUSINESS. By Harley Its your only source of sustainable competitive advantage. **Outside in: The Power of Putting Customers at the Center of Your** Outside In: The Power of Putting Customers at the Center of Your Business by Harley Manning and Kerry Bodine Customer experience is how **none** Forrester's New Book, Outside In, Is Released Today! Outside In: The Power Of Putting Customers At The Center Of Your Business, is released today! Your company understands the power of customer experience, but **Outside In: The Power of Putting Customers at the Center of Your** Her book, Outside In: The Power of Putting Customers at the Center of Your Business, helps business leaders understand the financial benefits **Outside In: The Power of Putting Customers at the Center of Your** Outside In: The Power of Putting Customers at the Center of Your Business. Forrester 8 videos 3,945 views Last updated on Jun 12, 2014. Outside In offers a **none** Outside in: The Power of Putting Customers at the Center of Your Business: : Harley Manning, Kerry Bodine, Josh Bernoff: Libros en idiomas

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