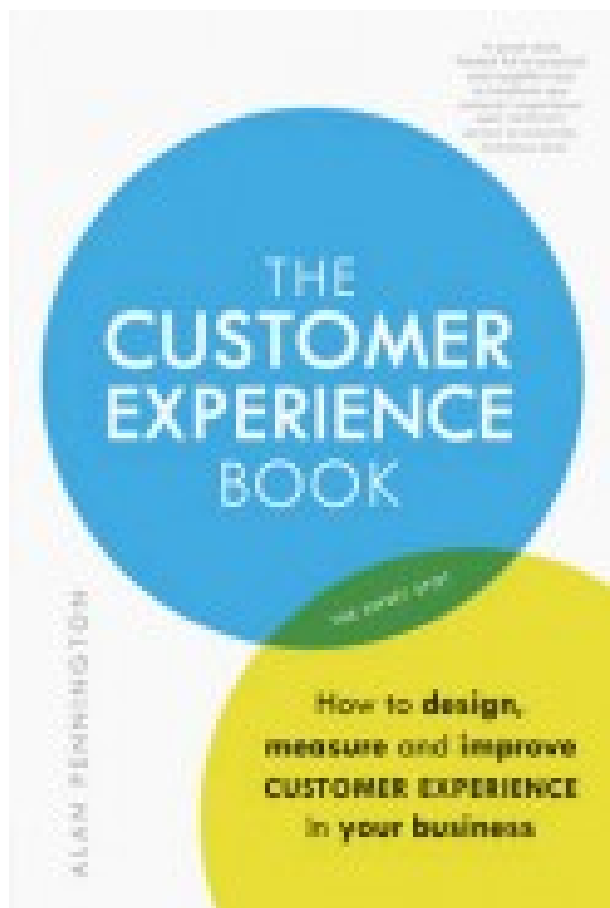


# The Customer Experience Book



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Customer Experience (CE) is becoming seen as a key component of business strategy, yet knowing the practical steps of what to do can be tricky. The Customer Experience Book helps you understand where you are now, what to do, and how to improve for your business.

From Customer Journey Mapping to using Big Data, this is the ultimate Customer Experience manual for businesses, whatever the size of your company. Split into two parts, you'll discover: \* Why customer experience is so important in business - and how it applies to you \* How to use customer experience tools in your business - step by step guides on how to use CX metrics and how to learn from them Alongside the theory and practical how-to guidance, there will be a range of examples of 'thinking differently' about everyday situations to engage the reader. Plus, with case studies from International Companies, readers will discover not only what works well but also the hard lessons they have learned. The Customer Experience Book shows you how to understand, measure and improve customer experience in your business, whatever your level.

SBN Web meeting June 2nd: SAP Sikkerhet, de usynlige truslene – Kan Neptune hjelpe? IT sikkerhet har blitt stor nyhet i de siste par ukene med nesten daglig. “Koselig sted med fantastisk mat, god vin, god service og

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