

B2b Customer Experience A Practical Guide To Delivering Exceptional Cx

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B2B Customer Experience is the essential handbook that guides the reader through the process of creating an exceptional customer experience. Intensely practical in its approach, B2B Customer Experience is divided into five parts to walk readers through the journey of planning, mapping, structuring, implementing and controlling an effective customer experience, all bespoke for the B2B environment. Clearly argued and supported by real-world examples, this text will help readers understand ...

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The foundation of b2b customer experience excellence is a commitment to putting the customer at the core of what the company does, how it does it, and ultimately why it does it. Less than a half of b2b firms are enthusiastic about satisfying customers and making them feel valued, and without a commitment to delighting customers, it is impossible to deliver an excellent customer experience.

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Following best practice and hands-on exercises, this B2B customer experience training course will show you how to design the best and most profitable CX for your audience segments. In this practical virtual 2 day workshop you will learn the both principles and practice of b2b customer experience and why businesses today are prioritising CX investment to be able to survive and thrive in challenging times.

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Research carried out in 2016 by Julia Cupman, a director of B2B International, identified the foundations for great customer experience. Nick Hague and Paul Hague pulled this and other research together in a book called B2B customer experience: a practical guide to delivering exceptional CX. It launched a framework for managing customer experience programmes.

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But experiences are inconsistent and disjointed in B2B companies. Our book shows how to build the very best customer service in a B2B organisation. We discuss the foundations of good customer service, the strategies that deliver great customer service, and the small but important tactics that will make your customer experience truly exceptional.

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The book outlines a useful framework and gives practical key pointers to the design, delivery and measurement of the B2B customer experience. It skillfully borrows ideas from the consumer approach and applies and adapts them accordingly. The contribution of B2B companies to the narrative makes this a very easy and engaging read with practical use.

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