



Customer IMPACT Agenda: Doing Business from the Customer's Perspective

Phil Winters

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For a customer strategy to be effective in the acquisition of new customers and the strengthening of existing relationships, it needs to reach them throughout their entire purchase decision cycle. To achieve this, it's important to understand the entire customer experience long before they may be in touch with your organization. Effectively: seeing your own organization from the viewpoint of your customers. Once you've taken your customer's perspective and considered their preferred touchpoints, you will discover surprising new customer interaction opportunities and business approaches. This also gives you the ability to prioritize and gain more value from your existing initiatives. Phil Winters explains how both BtoC and BtoB organizations can come to understand their customers in the age of customer control, digital communication, social media and big data. You will learn about productive strategies that harmonize modern and traditional touchpoints to not only satisfy but measurably delight customers. The various methods are illustrated through diverse practical examples. In addition, a complete "how to" section, including online workshop material, is included to help readers put the ideas in practice.



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