



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

By Matt Watkinson



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Overall WINNER - CMI Management Book of the Year 2014

WINNER - Innovation & Entrepreneurship Category at the CMI Awards 2014

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.

This book covers ten principles you can use to make real world improvements to your customers' experiences, whatever your business does and whoever you are.

For **managers, leaders** and those **starting a new business**, the book shows that making improvements customers will appreciate doesn't need to be complicated or cost a fortune.

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Editorial Review

Review

"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."

Sophie Grove, Business Editor, Monocle

"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."

Rory Sutherland, Vice-Chairman of Ogilvy UK & TED Speaker

From the Back Cover

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For **managers, leaders** and those **starting a new business**, the book shows that making improvements customers will appreciate doesn't need to be complicated or cost a fortune.

Written for results

Practical advice that's easy to implement

Start making improvements fast

Everything you need

Get started immediately using the companion worksheets

No jargon

Effortless to read

No previous knowledge required

Inspiring examples

Key ideas are brought to life by great case studies

Universally applicable

The principles work for any product or service, however large the business

Concise and skimmable

Read a chapter a day on your commute

Get what you need, whatever your time limits

About the Author

Matt Watkinson is a designer and consultant who helps businesses get their customer experience right. He has worked with household names, design agencies and management consultancies at home in the UK, in Europe and America. Learn more about Matt at www.mattwatkinson.co.uk .

Users Review

From reader reviews:

Leticia Cantrell:

Exactly why? Because this The Ten Principles Behind Great Customer Experiences (Financial Times Series)

is an unordinary book that the inside of the e-book waiting for you to snap the item but latter it will surprise you with the secret the idea inside. Reading this book beside it was fantastic author who write the book in such wonderful way makes the content inside easier to understand, entertaining approach but still convey the meaning entirely. So , it is good for you because of not hesitating having this ever again or you going to regret it. This phenomenal book will give you a lot of gains than the other book possess such as help improving your expertise and your critical thinking technique. So , still want to hold off having that book? If I had been you I will go to the guide store hurriedly.

Sheldon McLean:

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Larry Young:

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Leslie Yazzie:

What is your hobby? Have you heard in which question when you got learners? We believe that that problem was given by teacher with their students. Many kinds of hobby, All people has different hobby. So you know that little person such as reading or as studying become their hobby. You need to understand that reading is very important along with book as to be the issue. Book is important thing to include you knowledge, except your own personal teacher or lecturer. You find good news or update regarding something by book. Numerous books that can you decide to try be your object. One of them is niagra The Ten Principles Behind Great Customer Experiences (Financial Times Series).

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