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The Intuitive Customer 7 Imperatives

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The Intuitive Customer: 7 Imperatives For Moving Your ...
The Intuitive Customer: 7 Imperatives For Moving Your Customer

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Experience to the Next Level. by. Colin Shaw, Ryan Hamilton. 4.19 · Rating details · 16 ratings · 2 reviews. Building on the work of Daniel Kahneman (Thinking Fast and Slow), Dan Ariely (Predictably Irrational), Shaw and Hamilton provide a new understanding of how people behave, explain what it means for organizations who really want to understand their customers, and show you what to do to create exceptional customer experiences.

The Intuitive Customer: 7 Imperatives For Moving Your ...

1. Moving your Customer Experience to The Next Level Requires New Thinking.- 2. Imperative 1: Recognize that Customers decide emotionally and justify rationally.- 3. Imperative 2: Embrace the all-encompassing nature of Customers' irrationality.- 4. Imperative 3: Understand that Customers' minds can be in conflict with themselves.- 5.

The Intuitive Customer: 7 Imperatives For Moving Your ...

Imperative 7: Realize the Only Way to Build Customer Loyalty Is through Customer Memories. Pages 141-159. Shaw, Colin (et al.)

The Intuitive Customer - 7 Imperatives For Moving Your ...

The Intuitive Customer: 7 imperatives for moving your Customer Experience to the next level Many organizations are witnessing their Customer measures (NPS® etc) plateau and struggle to know what to do to move their Customer Experience (CX) to the next level. To address these new problems, new thinking is needed.

The Intuitive Customer, a Book by Colin Shaw and Ryan Hamilton

Main The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level. The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level Colin Shaw, Ryan Hamilton (auth.) Year: 2016. Publisher: Palgrave Macmillan UK. Language: english. Pages: 230. ISBN 13: 978-1-137-53430-9.

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Imperative 7: Realize the Only Way to Build Customer Loyalty Is through Customer Memories. Colin Shaw, Ryan Hamilton. Pages 141-159. How to Move to the Next Level of Customer Experience. Colin Shaw, Ryan Hamilton. Pages 161-191. Customer Experience Is a Journey, Not a Destination. Colin Shaw, Ryan Hamilton. Pages 193-200.

The Intuitive Customer | SpringerLink

Buy The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level 1st ed. 2016 by Shaw, Colin, Hamilton, Ryan, Hamilton, Ryan (ISBN: 9781137534286) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

The Intuitive Customer: 7 Imperatives For Moving Your ...

In The Intuitive Customer: 7 imperatives for moving your Customer Experience to the next level (Palgrave MacMillan, 2016), authors Shaw and Hamilton explore the reasons organizations are struggling to improve their Customer measures and are witnessing the plateauing of loyalty scores like New Promoter.

Intuitive Customer Self-Assessment | CX Consulting

In The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level, authors Shaw and Hamilton explore the reasons organizations are struggling to improve their customer measures and are witnessing the plateauing of loyalty scores like Net Promoter. For Shaw and Hamilton, the answer is simple: you need to understand the intuitions that drive your customers' behavior at an emotional, subconscious and psychological level.

The Intuitive Customer : Why Organizations Are Solving

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the ...

You can't solve today's problems with yesterday's thinking. In *The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level*, authors Shaw and Hamilton explore the reasons organizations are struggling to improve their customer measures and are witnessing the plateauing of loyalty scores like Net Promoter.

The Intuitive Customer: 7 Imperatives for Moving Your ...

The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level 1st ed. 2016 Edition, Kindle Edition by Colin Shaw (Author)

The Intuitive Customer: 7 Imperatives For Moving Your ...

Get this from a library! *The intuitive customer : 7 imperatives for moving your customer experience to the next level.* [Colin Shaw; Ryan Parker Hamilton] -- Consumers are unreasonable - but they're not stupid. We all like to think we make rational choices. But thirty years' of research has shown that what we actually do is make instinctive, 'gut' choices ...

The intuitive customer : 7 imperatives for moving your ...

- Customers don't always know why they do what they do. -
- Every customer has two ways of thinking. -
- Habits drive many of your customers' decisions. -
- People use mental shortcuts for decision-making. -
- Managing your reputation is an important part of the experience. -
- Customer loyalty is a function of memory. ...and many more.

The Intuitive Customer (Hardcover) - Walmart.com

The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level [Shaw, Colin, Hamilton, Ryan, Hamilton, Ryan] on Amazon.com. *FREE* shipping on qualifying offers.

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The Intuitive Customer 7 Imperatives For Moving Your Customer Experience to the Next Level. Support. Building on the work of Daniel Kahneman (*Thinking Fast and Slow*), Dan Ariely ...
Imperative 3 (continued): Understand that Customers' minds can

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be in conflict with ...

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