



The DNA of Customer Experience: How Emotions Drive Value

By C. Shaw

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As the World Thought Leaders on Customer Experience, Colin Shaw and the team at Beyond Philosophy have undertaken more than 18 months of groundbreaking research to discover the emotions that drive and destroy value in an organization, and can now disclose the empirical link between evoking these emotions and substantial financial returns.

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The DNA of Customer Experience: How Emotions Drive Value By C. Shaw Bibliography

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Editorial Review

Review

'We have used Colin's principles to guide our thinking on how to create a great experience for Harley-Davidson customers. This book takes the thinking on the Customer Experience to the next level. Read it; learn from it, do it!' - Steve Phillips - Vice President - Quality, Reliability & Technical Service. Harley-Davidson Motor Company

'At The Ritz-Carlton we are focused on enhancing the overall experience for our guests which ultimately results in creating Ritz-Carlton ambassadors for life. To do this we strive to remain relevant and up to date on the latest thinking. We have always been great supporters of Colin's thinking on Customer Experience. His insights are extremely valuable and the advice in this book is no exception.' - Diana Oreck - Vice President, Global Learning and Leadership Center Ritz Carlton.

'Learning how you can make significant new profits by evoking customer emotions is something that all CEO's should be paying attention too. Now supported by thought-leading research, backed by leading academics, Colin Shaw shows how this can be achieved in his new book. Through an exhaustive and detailed research and practical work with many clients he can now prove how emotions drive and destroy value and how they can increase or decrease your Net Promoter® score.' - Chuck Kavitsky - President of Allianz of America

'Customer Experience Management is a revolution that has swept the business world in the last few years. Yet, as Colin Shaw shows us, too often we may neglect understanding how our Customers truly feel towards us. Quantifying customer feelings is a breakthrough concept that puts monetary value on this emotional signature - and can help transform the relationship a business has with its customers!' - Barry Herstein - Chief Marketing Officer. American Express International

'All business leaders should read this book. For too long firms have ignored the emotional impact of their actions and failed to measure how customers feel. Well no more...in this thought leading book, Colin outlines how you can measure the emotional impact of the Customer Experience and use this to impact your bottom line.' - Txemaa Arnedo - World Wide Small Business & MidMarket Customer Experience Director. Microsoft Corporation

'Once again Colin Shaw shows us the future. As with 'Building Great Customer Experiences' and 'Revolutionize your Customer Experience', 'The DNA of the Customer Experience' develops and grows our knowledge of Customer Experience Management further and at the same time introduces a practical and revolutionary technique to get value from it.' - Simon Fox - Chief Executive. HMV Group Plc.

'The Customer Experience revolution continues as Colin Shaw and his new book again pushes the boundaries of our understanding. Using case studies and leading business research Colin demonstrates the true value of emotions against the bottom-line. This book pulls no punches. It tells you how much you can lose or gain in revenue by evoking the right emotions in your customers.' - Stuart Roberts - Customer Services Director. Barclaycard.

'Thought-leadership at its best. The DNA of the Customer Experience gets to the real heart of what it is that makes Customer Experience Management so valuable as a means to increased profitability and

'differentiation in the over commoditized world we live in today.' - Rhonda Dishongh - Director, Customer Experience. Memorial Hermann Hospital System

'Truly excellent thought leadership. This book builds on the previous two and deals directly with the core issue that many executives struggle with, Intuitively I believe it but how can I make a compelling business case to convince others and justify the investment? Essential reading for all those committed to created great customer experiences in their organisations.' - Gary Price - Director of Customer Experience Implementation. Norwich Union

'...this is a very well-researched, well-written book with a strong message that customers do create value both short and long term, a fact that is too often neglected by marketing managers.' - Derek Holder, Journal of Direct, Data and Digital Marketing Practice

'Colin Shaw has written an easy-to-read, logical and very applicable book. It is laced with examples that complement the numerous brief summary checklists of what to do, and what to avoid, in dealing with customers.' Spike Cramphorn, International Journal of Advertising

'Measuring the customer experience is an important field of market research Researchers working in this field - either in client or agency roles should find some food for thought in this book.' - Peter Mouncey, International Journal of Market Research

About the Author

COLIN SHAW is author of two best selling books '*Building Great Customer Experiences*' and '*Revolutionise your Customer Experience*'. He is the Founder and CEO of Beyond Philosophy, the worlds leading thought leader in the Customer Experience. They provide Strategic Guidance, Market Research and Education services from their offices in London, England and Atlanta, USA. Beyond Philosophy™ boasts a number of the worlds largest organisations as clients including Microsoft, T-Mobile, FedEx, IBM and Her Majesty's Cabinet office to name a few.

Due to his expertise Colin has appeared many times on CNN, BBC TV, Sky News & various Radio stations. He has also appeared in most of the National Press in the UK and many other trade publications. He is a sought-after and accomplished speaker, delivering key note speeches around the globe, and is a member of both the International Federation for Professional Speakers and the UK Professional Speakers Association. www.beyondphilosophy.com

Users Review

From reader reviews:

Winston Nakashima:

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