Using Information to Develop a Culture of Customer Centricity

Description: Using Information to Develop a Culture of Customer Centricity sets the stage for understanding the holistic marriage of information, socialization, and process change necessary for transitioning an organization to customer centricity. The book begins with an overview list of 8-10 precepts associated with a business-focused view of the knowledge necessary for developing customer-oriented business processes that lead to excellent customer experiences resulting in increased revenues. Each chapter delves into each precept in more detail.

Contents: Introduction: Describes the precepts at a high level and introduce the intent of the book. Who is a Customer? Everyone!: This chapterdispenses with the nonsense associated with trying to coalesce de facto concepts under a single name and instead provide a re-boot definition as a paradigm shift in terms of business-process customer orientation. The Customer Network and Sphere of Influence: This chapter contemplates the interconnectedness of individuals, households, and other hierarchical groupings that influence decisions about doing business with your company. Making Customer Centricity Pervasive in the Company: Discusses why changes to the IT infrastructure for managing customer data are insufficient to change the way the company works. The changes have to pervade the way people work with the data in the context of the business interaction, and the customer experience depends on these changes. You are the Brand: Every interaction and touch point between someone in the organization and anyone outside the organization contributes to the brand perception. The quality of each interaction is incorporated into the brand, and with more social network interactions exposing customer opinion, this will only increase. Listen to the Voice of the Customer: Considers how every customer touch point is an opportunity for engagement, and that the combination of information and analytics will help in addressing customer issues in an optimal way. Engage, Engage, Engage: The preponderance of channels for communication not only complicates tracking customer centricity, it confuses the customer base and makes it difficult to hear what they are saying. This chapter discusses the need to unify the methods by which customers communicate with the organization. Increased Revenues: These three chapters talk about optimizing business processes for creating value. This chapter talks about increased revenues. Decreased Costs: This one looks at decreasing costs. Protection of Brand: Discusses exposure to the brand and how customer engagement and improved experience can work in the company’s favor. Analysis, Information, Process: This chapter ties it all together to suggest required changes to the existing way of doing things combines analysis with good information and process change. This is a summary but these topics are then covered in the next 3 books.

Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Using Information to Develop a Culture of Customer Centricity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/2496322/">http://www.researchandmarkets.com/reports/2496322/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCD2RBH2</td>
</tr>
</tbody>
</table>

Product Format
Please select the product format and quantity you require:

```
<table>
<thead>
<tr>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy (Paper back):</td>
</tr>
</tbody>
</table>
```

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td>Last Name:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td></td>
<td></td>
<td></td>
<td>Job Title:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td>Address:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td>Phone Number:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World