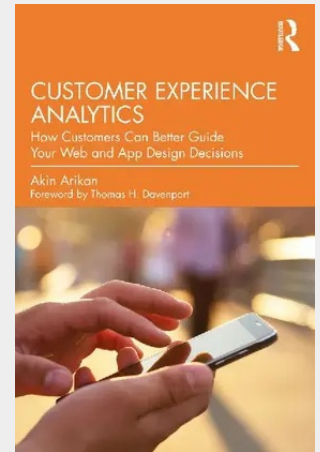


Customer Experience Analytics

How Customers Can Better Guide Your Web and App Design Decisions

An unprecedented guide to user experience (UX) analytics, this book closes a mission-critical skill gap and enables business professionals in a digital-first world to make smart, effective, and quick decisions based on experience analytics. Despite two decades of web metrics, customer experience has largely remained a black box. UX analytics tools help businesses to see themselves and their customers with a new lens, but decision-makers have had to depend on skilled analysts to interpret data from these tools, causing delays and confusion. No more: this book shows a wide range of professionals how to use UX analytics to improve the customer experience and increase revenue, and teaches the C-SUITE method for applying UX analytics to any digital optimization challenge. It provides 50 case studies and 30 cheat sheets to make this a daily reference, and includes ten mindmaps, one for each role discussed, from senior leaders to product managers to e-commerce specialists. Managers across industries will regularly consult this book to help them guide their teams, and entry- to mid-level professionals in marketing, e-commerce, sales, product management, and more will turn to these pages to improve their websites and apps.

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