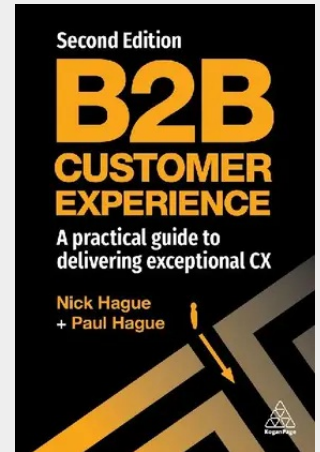


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B2B Customer Experience

A Practical Guide to Delivering Exceptional CX

Use this bestselling and practical guide to steer you through how to create exceptional customer experience for the modern B2B consumer. This new edition explores key topics such as AI, the role of IT in customer experience and customer relationship management. *B2B Customer Experience* shows readers how to deliver the very best customer experience within the business-to-business industry. Intensely practical in its approach, it is divided into five parts to walk readers through the journey of planning, mapping, structuring, implementing and controlling an effective customer experience, all bespoke for the B2B environment. Now newly revised, this new edition will provide new case studies demonstrating what makes for good or bad customer experience as well as providing new tactics and strategies that will help build an effective customer experience plan. This new edition also aims to guide the reader on how to successfully incorporate AI into their strategy whilst still delivering great customer experience. Discussing some of the best-known examples of consumer-focused customer experiences from companies such as Zappos, Nordstrom and John Lewis, **B2B Customer Experience** is the must-have text for any marketing professional working within a B2B environment.



135,80 €

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