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Customer Experience For Dummies

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Customer Experience For Dummies helps you listen to your customers and offers friendly, practical, and easy-to-implement solutions for incorporating customer engagement into your business plans and keep the crowds singing your praises.

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Customer Experience For Dummies by Roy Barnes, Bob ...

If you aren't striving to listen to your customers, meet their demands, exceed their expectations, and deliver consistent, quality customer experience, you risk losing your loyal customers, your potential customers, your profits, your reputation, your employees, and even, ultimately, your business.

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Roy Barnes is one of the leading authorities on Customer Experience Design and Performance Management. He has more than 25 years of experience delivering world class results in both the for-profit and non-profit

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sectors. Bob Kelleher is the author of Employee Engagement For Dummies and the Founder of The Employee Engagement Group.

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