



What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint

Nicholas J. Webb

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The best companies in the world discover what their customers desire—and then deliver it in memorable and deeply human experiences. How well do you know your customers

What Customers Crave examines how the hyper-connected economy is radically changing consumer expectations, and reveals what companies need to do to stay on top. The solution rests on two simple questions: What do your customers love? What do they hate? Find the answers, and you're well on your way to success.

Jam-packed with tools and examples, *What Customers Crave* helps you reinvent how you engage with customers (both digitally and non-digitally) and:

- Gain invaluable insights into who they are and what they care about
- Use listening posts and Contact Point Innovation to refine customer types
- Engineer experiences for each micromarket that are not only exceptional, but insanely relevant
- Connect across the five most important touchpoints
- Co-create with your customers
- And much more

When you learn to provide your customers with exactly what they want, they not only buy—they come back again and again...and bring their friends.

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From Reader Review What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint for online ebook

Rizi says

I couldn't get through this book. There were probably some good concepts but he was so repetitive and the content was poorly written. Really not riveting in any way.

Carsten Hansen says

Working for a service industry company, that continually is met with challenges in terms of what I customers expect from us, what we deliver and what we develop, I picked up this book with great enthusiasm.

Throughout the book, Nick Webb challenged what I thought I knew to be true, how our conventional lines of thinking have gone in terms of product development, and customer service development.

I found the book to be incredibly enlightening, and have given me a number of ideas in terms of what we need to examine, fine-tune and outright change in connection with our customer core touch points.

The only thing that I didn't see, and maybe I just missed it, is how two people that are working for the same company can require two different experiences from their vendor and how to effectively tend to that.

Nevertheless, I sincerely recommend this book. It is well-researched, even if it is clear that the author has some companies that he loves to use as examples and do so repeatedly, and now always do I think his unabashed praise is warranted. As an eye-opener and a tool, this book is top-notch.

[A copy of this book was provided by the publisher through Netgalley for the purposes of this review.]

E.J. says

I received a free arc in exchange for my honest review.

When I first opened this book on my Kindle, I thought it was pretty short. It registered as being I believe 5% in and I was only on the table of contents. Turns out it isn't short; it's just densely packed.

This book breaks down customer service for the new generation; the digital one. It goes through the importance of treating customers not as demographics but rather as types. What a customer loves and what a customer hates are more important than their age, race or creed.

I think this would be an excellent book for a small business and useful for bigger businesses as well.

Douglas Burdett says

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book "What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint" by Nicholas Webb

These days, the really smart marketing money is being invested in engineering a great customer experience.

There is an enormous unmet demand for good customer experiences.

In a Bain & Company study of 362 companies, 80 percent of those companies thought that they were delivering a “superior experience.” In truth, only 8 percent were, according to their customers. And, customer experience is where the profits are, according to “What Customers Crave.”

70% of Americans are willing to spend more with companies they believe provide an excellent customer experience.

Plus, keeping your customers is where the big money is:

The probability of selling to a new prospect is less than 20%, while the probability of selling to an existing customer is 60 to 70 percent.

On average, loyal customers are worth up to 10 times as much as their first purchase.

OK, so why is customer experience becoming so important to marketing now?

Well, it’s because we’re now in a hyperconnected, hypercompetitive business world. And everyone has a megaphone – if the experience your customers have with you is a bad one, they will not return. And, they’ll tell the world on social media and review sites how awful you are. But, if your customers have a great experience and you delight them, not only will that be surprising, they will remain loyal customers and tell others.

And that is the most powerful marketing – studies show that people trust word of mouth recommendations from friends (and even strangers) more than anything else and much more than what a company says about itself. But while engineering a great customer experience is a simple thing to say, it can be a complex process for companies to try and get their arms around.

You’re dealing with digital and non-digital communications, and people from every part of your company. Some companies, when they try to map out the customer journey are finding that it has thousands of touchpoints. What’s most interesting to me about What Customers Crave is the amazing simplicity outlined in the book to engineer a great customer experience.

For instance, Nicholas Webb suggests segmenting your customers with just two simple concepts: what your customers love, and what your customers hate. And instead of trying to map a thousand different touch points throughout your customer’s journey, he shows how you really need just five.

If you want to delight and sell more to your current customers who will then become an army of marketers for your company, this is your book.

And, to listen to an interview with Nicholas Webb about “What Customers Crave,” visit MarketingBookPodcast.com.

Seema Rao says

Somewhat jargony take about customer service. Doesn't feel groundbreaking.

Tim says

This Allied book club selection is one of the more practical and actionable books on the customer service experience. Has a textbook like feel and very good for entry level marketing or customer experience managers.

?????? ??????? says

Useful but not that informative, not that practical as well
Personally I didn't liked that way the author have redefined the touch points ...
in general it is a good to read book for CX professionals but not a must to read one

Eliánne says

While serving interesting examples and clear information, I found this book more on the repetitive side than anything else. Webb shares considerable amount of theory but hardly any step-by-step advice or methodology that could drive execution and results. I can see how this might be a great sales magnet for his consulting business (which he mentions quite a lot). Still, for somebody with no knowledge of digital marketing or basic customer service training, I believe this to be a good start. Of course, there's nothing better than going ahead and forming your own opinion about it.

Wyldrabbit says

This is an excellent source for study. I have longed to be able to pull my customers in when I want to and keep them happy. This book will undeniably help. It is packed with information, scarily right on track, too. I received this book in exchange for an honest review. Thank you.

Darren says

Knowing what your customers desire and then seeking to deliver it, often with a personal or memorable twist, is a sure way of cementing customer loyalty and possibly gaining staunch advocates too. Yet how to achieve this exalted position, since it is not as easy as you may think. Creating memorable experiences at every step is the key and the author aims to show you the way.

Customer expectations are being changed by our hyper-connected society and we all are being bombarded by sales messages and a host of other distractions. A customer can be fickle yet for those who manage to convert a regular customer to a loyal customer, the rewards can be even greater. You need more than just good products and a competitive price. You need to find out what your customers like and love and, of course, seek to work around the things they hate. You may even be able to turn their negatives into positives

and win them over.

So this book provides a really interesting look at the subject, mixing effortlessly theory and practical advice together to great effect, offering relevant and actionable advice for all. Both online and offline customer interactions are covered too. By the end of the book you may be looking at your business and its interactions in a totally different light. It can be a bit of a slog to reinvent and reengineer your processes, or possibly your entire company, but a worthy and necessary one. In a competitive industry sector you can be assured that your competitors may not be standing idly by, although the astute leader will want to move quickly to gain any first-mover advantage they can! Lead the pack, not follow it.

The advice offered was credible, informative and most importantly not patronising to the reader or needing to use hyperbole (other books, take note). A highly recommended read.

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