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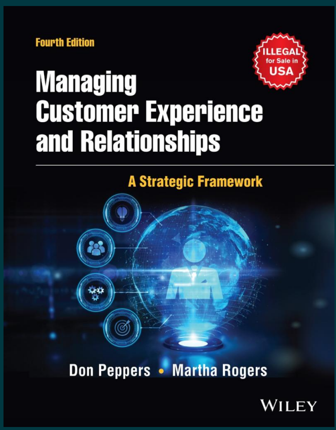

Managing Customer Experience and Relationships: A Strategic Framework, 4ed

By Don Peppers, Martha Rogers

Paperback 9789370602892 *[NOT PROVIDED] publication_date* **₹879.00**

Pages : 512 pages

Description

This title provides a comprehensive overview of customer relationship management. It emphasizes customer strategies and building customer value. New to this edition are:

- Customer success management. This is a discipline that has arisen with SaaS businesses like Salesforce, Medallia, Totango, and almost all software these days, which can now be sold from "the cloud." The discipline even has lessons for how to manage remote workers, given the dramatic increase in off-premises work required during Covid19.
- Better decision-making practices with data. An increasingly important topic for students and professionals because of the immense amounts of data generated by smartphone, IoT, and other technologies. Readers must be able to understand and communicate with statistical analysts without having to resort to advanced equations. They need to know the difference between observational data and interactive data, and they need to be able to detect when data is not being used properly (which is more and more frequent these days). So we need to talk about things such as A/B testing, Goodhart's Law, and even Bayesian analysis, without requiring math. behavioral economics lessons, biases in VOC subjective data, better use of "observational" data, Goodhart's Law, etc. Also, some basic statistical principles that don't require equations -- such as A/B testing ideas, and sequential Bayes Theorem testing, and what that implies for marketing decisions.
- Marketing issues related to startups. The "customer development" process is integral to startup planning and involves research to probe customer needs. Readers need a background in issues such as "agile" process thinking, which has come to dominate the rapidly changing, more entrepreneurial companies of today, and is a major part of many companies' marketing efforts, which can be treated as "ventures" to be explored and developed. the "customer development" process is integral to startup planning, and involves research to probe customer needs.
- CRM tools and platforms. These tools and platforms (like Salesforce and others) need to be capable of helping companies "treat different customers differently," and the only way to do this at scale is to use mass-customization principles to digitize the process.
- The Big Tech threat to privacy, autonomy, competition, etc. Network-effect monopolies? Income inequality? This may be the "last frontier" of the new one-to-one marketing model. Make money by protecting privacy, not threatening it.

About the Author

Don Peppers, Martha Rogers

Don Peppers (Menlo Park, CA) is the co-founder of CX Speakers, which offers workshops and consulting around issues that involve customer experience, customer relationships, marketing technology, corporate culture change, customer trust, evidence-based management, and new business development. In addition, he is an adjunct professor at Menlo College where he teaches mass customization and digital marketing. He is recognized as a global authority on marketing and business competition. His first book, The One to One Future (written with Martha Rogers) is widely credited with having launched the CRM revolution. Research by SatMetrix has ranked Peppers and Rogers as the world's #1 most influential authorities on customer experience management issues. In addition, Peppers was listed by The Times of London as one of the "Top 50 Business Brains," while Accenture named him one of the "Top 100 Business Intellectuals," and the UK's Chartered Institute for Marketing called him one of the 50 "most influential thinkers in marketing and business today." He has been inducted into its Hall of Fame of the Direct Marketing Association (US). Martha Rogers, PhD (New York, NY) is the co-founder of CX Speakers. She is also the founder of Trustability Metrix, designed to help companies understand how they are trusted by customers, employees and business peers. She is a former Adjunct Professor at the Fuqua School of Business, Duke University where she was Co-Director of the Teradata CRM Center at Duke.

Table of Contents