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The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level. by. Colin Shaw, Ryan Hamilton. 4.19 · Rating details · 16 ratings · 2 reviews. Building on the work of Daniel Kahneman (Thinking Fast and Slow), Dan Ariely (Predictably Irrational), Shaw and Hamilton provide a new understanding of how people behave, explain what it means for organizations who really want to understand their customers, and show you what to do to create exceptional customer experiences.

The Intuitive Customer: 7 Imperatives For Moving Your ...

The Intuitive Customer Book Subtitle 7 Imperatives For Moving Your Customer Experience to the Next Level Authors. Colin Shaw; Ryan Hamilton; Ryan Hamilton; Copyright 2016 Publisher Palgrave Macmillan UK Copyright Holder The Editor(s) (if applicable) and The Author(s) eBook ISBN 978-1-137-53430-9 DOI 10.1057/978-1-137-53430-9 Hardcover ISBN 978-1-137-53428-6

The Intuitive Customer - 7 Imperatives For Moving Your ...

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Imperative 7: Realize the Only Way to Build Customer Loyalty Is through Customer Memories. Colin Shaw, Ryan Hamilton. Pages 141-159. How to Move to the Next Level of Customer Experience. Colin Shaw, Ryan Hamilton. Pages 161-191. Customer Experience Is a Journey, Not a Destination. Colin Shaw, Ryan Hamilton. Pages 193-200.

The Intuitive Customer | SpringerLink

The Intuitive Customer: 7 imperatives for moving your Customer Experience to the next level Many organizations are witnessing their Customer measures (NPS® etc) plateau and struggle to know what to do to move their Customer Experience (CX) to the next level. To address these new problems, new thinking is needed.

The Intuitive Customer, a Book by Colin Shaw and Ryan Hamilton

Buy The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level 1st ed. 2016 by Shaw, Colin, Hamilton, Ryan, Hamilton, Ryan (ISBN: 9781137534286) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

The Intuitive Customer: 7 Imperatives For Moving Your ...

In The Intuitive Customer: 7 imperatives for moving your Customer Experience to the next level (Palgrave MacMillan, 2016), authors Shaw and Hamilton explore the reasons organizations are struggling to improve their Customer measures and are witnessing the plateauing of loyalty scores like New Promoter.

Intuitive Customer Self-Assessment | CX Consulting

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The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level 1st ed. 2016 Edition, Kindle Edition by Colin Shaw (Author)

The Intuitive Customer: 7 Imperatives For Moving Your ...

- Customers don't always know why they do what they do. - Every customer has two ways of thinking. - Habits drive many of your customers' decisions. - People use mental shortcuts for decision-making. - Managing your reputation is an important part of the experience. - Customer loyalty is a function of memory. ...and many more.

The Intuitive Customer (Hardcover) - Walmart.com

The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level [Shaw, Colin, Hamilton, Ryan, Hamilton, Ryan] on Amazon.com. *FREE* shipping on qualifying offers.

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