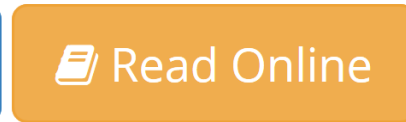




# The Ten Principles Behind Great Customer Experiences (Financial Times Series)

By Matt Watkinson



**The Ten Principles Behind Great Customer Experiences (Financial Times Series)** By Matt Watkinson

**Overall WINNER - CMI Management Book of the Year 2014**

**WINNER - Innovation & Entrepreneurship Category at the CMI Awards 2014**

Create a great customer experience whoever you are.

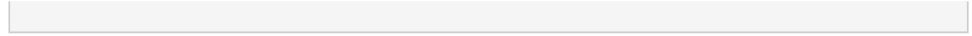
Customers are powerful. They have a loud voice, a wealth of choice and their expectations are higher than ever.

This book covers ten principles you can use to make real world improvements to your customers' experiences, whatever your business does and whoever you are.

For **managers, leaders** and those **starting a new business**, the book shows that making improvements customers will appreciate doesn't need to be complicated or cost a fortune.

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## **The Ten Principles Behind Great Customer Experiences (Financial Times Series) By Matt Watkinson Bibliography**

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### Editorial Review

#### Review

"Many of the business manuals or books that cross our desk here at The Entrepreneurs are dry, aspirational, self-help texts devoid of any intellectual spice. Some business themed books however buck the trend. Glance at its title and Matt Watkinson's business tome seems innocuous enough, "The Ten Principles Behind Great Customer Experiences." But crack open the spine, and the prose reveals a cerebral and often original approach to design, customer service and management. He references playwrights, directors and philosophers, and makes their theories applicable to the world of customer experiences."

*Sophie Grove, Business Editor, Monocle*

"Businesses and governments are obsessed with setting metrics. These are almost always numerical representations of some objective reality. And that's where the problem lies. First of all because such metrics can almost always be gamed. But also because they often translate badly into subjective experience. Finally here is a book which tackles this problem and has simple, practical principles for solving it. It is part of a whole movement in social science and marketing which leads me to believe - and indeed to hope - that the next revolution will be not technological but psychological."

*Rory Sutherland, Vice-Chairman of Ogilvy UK & TED Speaker*

#### From the Back Cover

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#### Written for results

Practical advice that's easy to implement

Start making improvements fast

### **Everything you need**

Get started immediately using the companion worksheets

### **No jargon**

Effortless to read

No previous knowledge required

### **Inspiring examples**

Key ideas are brought to life by great case studies

### **Universally applicable**

The principles work for any product or service, however large the business

### **Concise and skimmable**

Read a chapter a day on your commute

Get what you need, whatever your time limits

### **About the Author**

Matt Watkinson is a designer and consultant who helps businesses get their customer experience right. He has worked with household names, design agencies and management consultancies at home in the UK, in Europe and America. Learn more about Matt at [www.mattwatkinson.co.uk](http://www.mattwatkinson.co.uk) .

### **Users Review**

#### **From reader reviews:**

#### **Maria Hernandez:**

Hey guys, do you wishes to finds a new book you just read? May be the book with the title The Ten

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