

'A great read.
Packed full of practical
and insightful ways
to transform your
customer's experience.'
MIKE WESTCOTT,
GROUP HR DIRECTOR,
NATIONAL GRID

THE CUSTOMER EXPERIENCE BOOK

THE SWEET SPOT

How to **design,**
measure and **improve**
CUSTOMER EXPERIENCE
in **your business**

ALAN PENNINGTON

Praise for *The Customer Experience book*

'A terrific book that brings to all organisations which care about customer experience pragmatic and valuable solutions to become customer intelligent.'

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ICBC-AXA Life Assurance, China**

'An excellent guide to the why, what and how of implementing great customer experience. It approaches the subject from both the organisation's and the channel's perspective, providing plenty of useful examples of what to do and what to avoid. A must read for anyone in business looking to improve their situation.'

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CEO, OgilvyOne Worldwide,
Asia Pacific**

'Intelligent, practical and entertaining - The Customer Experience Book should be required reading for every pensions professional concerned about member experience and communications.'

**Jane Newell DBE, Chair,
John Lewis Partnership
Pensions Trust**

'Pennington has accomplished something important and noteworthy - making "customer experience" something companies can methodically do, manage and improve. This is an insightful and practical book by a leading authority on the subject.'

**Martha Rogers, Ph.D., Trustability Metrix and
Peppers & Rogers Group, co-author of
*Extreme Trust and Managing
Customer Experience and Relationships***

'A great read. Packed full of practical and insightful ways to transform your customer's experience.'

Mike Westcott, Group HR Director, National Grid

'A comprehensive and modern approach to tackling customer experience - the best guide I have read.'

Diana Cawley, CEO, Asia Pacific, Geometry Global

Customer Experience Manual, The

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