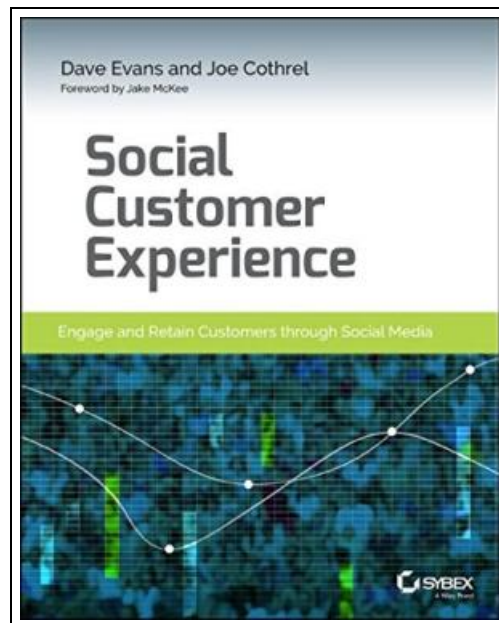# Social Customer Experience: Engage and Retain Customers through Social Media (Paperback)

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Reviews

A really awesome publication with perfect and lucid reasons. I was able to comprehended every thing using this published e pdf. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Prof. Patsy Blanda)

SOCIAL CUSTOMER EXPERIENCE: ENGAGE AND RETAIN CUSTOMERS THROUGH SOCIAL MEDIA (PAPERBACK)

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John Wiley Sons Inc, United States, 2014. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book ***** Print on Demand *****.Social Customer Experience: Engage and Retain Customers through Social Media builds on the prior works of author Dave Evans. As an update to Evans s earlier book Social Media Marketing, the new Social Customer Experience connects the early cases presented in 2010 with significant, contemporary examples, key concepts, and best practices associated with the adoption of social technology by global brands. This latest edition offers a blueprint for transforming your organization s disparate social initiatives into a unified social experience strategy. Most people know that social technologies are transforming business, but few understand how those changes are happening across the organization. Whether in marketing, communications, customer care, digital media or product development these changes shape the way in which business manage the experience their customers have with the brand. Filled with practical examples of what to do, and illustrated with cases taken from real companies, Social Customer Experience fills in the gaps for companies who want to do more with social than just listen and experiment. Part I lays the groundwork by explaining the three waves of change that combine to form social customer experience: social technologies and their impact on Web 1.0 digital infrastructures; social customers and their impact on marketing and support operations; and the new discipline of customer experience management that is reframing the old sales-and-service-centric ways of thinking about how companies relate to customers. Part I concludes by defining the social customer experience ecosystem, both on and off your own web domain. Part II, Your Social Presence, puts you on the ground, with tactics and examples for how to apply social technologies and achieve your business objectives, how to measure and analyze social data...

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