



What Customers Crave: How to Create Relevant and Memorable Experiences at Every Touchpoint

Nicholas J. Webb

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The best companies in the world discover what their customers desire--and then deliver it in memorable and deeply human experiences. How well do you know your customers?

What Customers Crave examines how the hyper-connected economy is radically changing consumer expectations, and reveals what companies need to do to stay on top. The solution rests on two simple questions: What do your customers love? What do they hate? Find the answers, and you're well on your way to success.

Jam-packed with tools and examples, *What Customers Crave* helps you reinvent how you engage with customers (both digitally and non-digitally) and:

Gain invaluable insights into who they are and what they care about - Use listening posts and Contact Point Innovation to refine customer types - Engineer experiences for each micromarket that are not only exceptional, but insanely relevant - Connect across the five most important touchpoints - Co-create with your customers - And much more

When you learn to provide your customers with exactly what they want, they not only buy--they come back again and again...and bring their friends.

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