Book Content

Prelude	2
Background	3
Authors Bio	3
Background	
CHAPTER ONE	8
Customer service	8
CRM literature	11
CEM Literature	14
Phenomena, process and outcomes	15
Internal resources (processes)	17
Customer experience (phenomenon)	19
Financial value (outcome)	19
Customer equity	20
Models of CEM (commercial)	20
Models 1-8 in the public domain	20
CEM revenues and profits	28
CEM stages of development	29
Commercial CEM summary	30
S-D Logic	31
Phenomena, processes and outcomes in CEM	33
CEM commercial success stories	36
Not for profit CEM	37
Not for profit CEM success stories	39
Emerging themes and patterns	41
Chapter summary	43

CHAPTER TWO	44
The experiential world around us	44
The meaning of satisfaction	46
Gaps and service quality	48
Service experience bundle	50
The creation of loyalty	51
Constructing the experience journey	53
Experience KPI measurement	57
Summary	59
CHAPTER THREE	60
Customer value	60
Service and the experience as marketing drivers	62
Service and experience success	64
Key service experience features	65
Construction of experience values	66
Summary	71
CHAPTER FOUR	71
Service in not for profit – case studies	71
Key service and support services in a experiential world	73
The role of technology in service experience	75
Technology in CEM	75
Summary	77
CHAPTER FIVE	79
CEM and its role	79
For profit CEM	83
Not for profit CEM	83
Quality in the service experience	87
CEM recommendations	88

Inside the head of the customer		91
Developing i	insight	92
People skills		93
Putting CEM	together	97
CEM manag	ement and control	99
Feedback lo	ор	101
Summary		101
CHAPTER SI	x	102
The brand e	xperience and reputation management	102
Value propositions that drive quality experience		105
Brand equit	У	106
Customer innovation of experience		107
Customer experience and employee experience		109
The experience co-creation		111
Summary		113
CHAPTER SE	·VFN	114
	orks and experience building	114
The conscio	us and unconscious mind of experience	117
Pre – during and post experience		119
The new exp	periential mind set	122
Summary		124
Tables:	pages 32-33-34-57-58-85-86	
Models:	pages 21-22-23-24-25-26-27-97-98-99	
Figures:	pages 28-29-48-49-61	
Bibliograph	у	129