

The experience effect: engage your customers with a consistent and memorable brand experience

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Abstrak

The decision to pay money for a product or service is often based on more than just the product or service itself. Consumers care deeply about the overall experience of the buying process: They respond to the marketing message, the advertising, the sales approach, the website, the interaction with company personnel, and more. When all these elements come together to form a seamless experience, the customer is left with a feeling of satisfaction that ultimately builds loyalty. Jim Joseph calls this ideal combination the 'experience effect', and in this book he shows how any business can create one for its brand. Filled with practical advice and real-life examples. Whatever the business, whatever the size, "The Experience Effect" will help companies create a simple yet powerful brand experience that resonates purpose fully, consistently, and continuously with customers.