



The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level

Colin Shaw, Ryan Hamilton

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You can't solve today's problems with yesterday's thinking. In *The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level*, authors Shaw and Hamilton explore the reasons organizations are struggling to improve their customer measures and are witnessing the plateauing of loyalty scores like Net Promoter.

For Shaw and Hamilton, the answer is simple: you need to understand the intuitions that drive your customers' behavior at an emotional, subconscious and psychological level. This book describes where behavioral economics meets customer experience in a very easy to understand and practical way.

By taking academic and scientific studies of behavioral economics and consumer psychology and applying them to real-world situations, Shaw and Hamilton present accessible concepts that innovative organizations are using today to propel their customer experience strategies to the next level. They also share their proven methodologies and discuss how leading organizations have deployed these tools to great effect and seen dramatic increases in loyalty scores and ROI as a result.

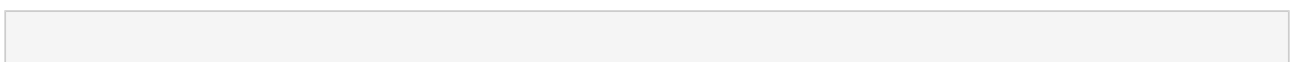
Some of the critical concepts Shaw and Hamilton cover include:

- Customers make decisions emotionally.
- Customers don't always know why they do what they do.
- Every customer has two ways of thinking.
- Habits drive many of your customers' decisions.
- People use mental shortcuts for decision-making.
- Managing your reputation is an important part of the experience.
- Customer loyalty is a function of memory.

...and many more.

Shaw and Hamilton have distilled this wisdom down to Seven Imperatives that an organization must embrace to move their customer experience to the next level.

With this easy and entertaining read, yours could be next organization to take a massive leap forward.



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