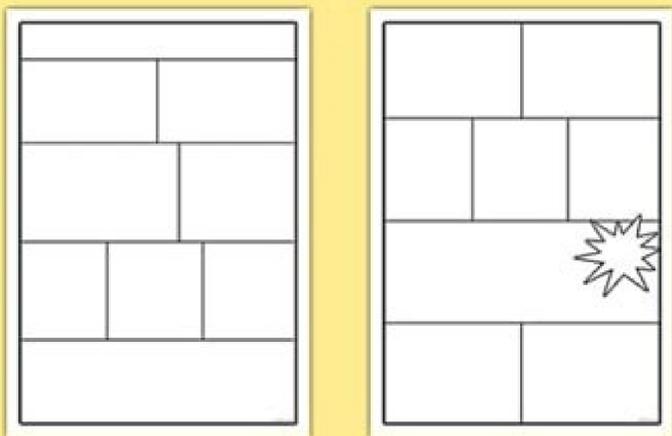


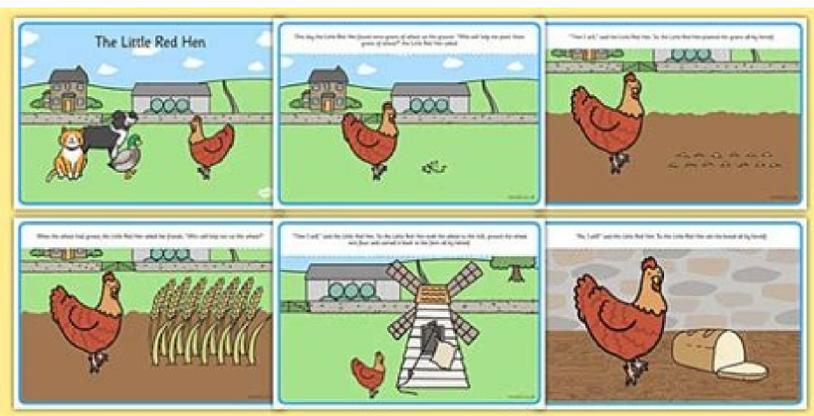
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SOLAR POWER DEMYSTIFIED

THE BEGINNERS GUIDE TO SOLAR POWER, ENERGY INDEPENDENCE AND LOWER BILLS

By Lacho Pop, MSE and Dimi Avram, MSE



© 1996-2014, Amazon.com, Inc. or its affiliates. A few weeks ago I introduced the 6 laws of customer experience. Since then, I've written posts for each of the six laws. It turns out that these posts have had extremely high readership. So I decided to pull the content together in a mini book: The 6 Laws Of Customer Experience: The Fundamental Truths That Define How Organizations Treat Customers. Since it's not really a novel (only 11 pages), I'm giving it away for free. Just click on the picture of the cover. You can then print it out or save it to your computer. Go ahead and share this book with as many people as you like. Spread the word! The bottom line: Hopefully this book is worth more than its price. 9781118725603-pp0101.tifwebextras.eps For Dummies can help you get started with lots of subjects. Visit www.dummies.com to learn more and do more with For Dummies. In this part... Get clear on what customer experience is and what it means for your organization. Assess the impact of customer experience on your business's bottom line. Identify practices and behaviors that kill customer experience. Diagnose customer experience problems in your own organization. Discover how best to handle angry customers. Chapter 1 Basic Training: Customer Experience Basics In This Chapter Looking at eight essential steps to creating a great customer experience program Understanding why little things mean a lot Considering why the low-hanging fruit approach doesn't work Appreciating the importance of owning customer experience as the ultimate competitive advantage Before you can work to improve customer experience, you need one key piece of information: what customer experience is. The best definition we've seen comes from customer experience thought leader Colin Shaw: Customer experience is the sum of all interactions between a customer and your organization. It is the mix of the physical performance of your organization [and] the emotions that you create all the measures against the expectations of the customer at all your interaction points. Or put it another way: Customer service is an attitude, not a department. Simple, right? Well, maybe not. If you start dissecting Shaw's remarks, you quickly discover the deterrent nature of the challenge in front of you. Start with the first part of Shaw's statement. If the customer experience is really the sum of all interactions between a client and your organization, that means it is a big problem if the customer interaction with you is out of the lists but you simply agree with the next person in your organization with which you deal. For the customer experience to be large, each interaction at each customer contact point must be exceptional. In other words, the entire organization must work together to offer a great customer experience. This is surprisingly rare, though. In our experience, the organizations are quite fragmented. Marketing is your own domain, separated from sales, which is separated from operations, which is separated from customer service, etc. If your goal is to significantly improve your customer experience, you have to ensure that these functional areas begin to communicate and work together. Now go ahead to the second part of Shaw's definition: It's the mix of your organization's physical performance [and] the emotions you create all the measures against the customer's expectations at all your interaction points. By physical performance, Shaw refers to the ability of his organization to produce and offer a good quality product or service. The take here is that if you want to offer a good customer experience, then offer a product or service that is reliable, and it is not a pain in the neck to use is a dice, it is the very barefoot. And the emotions you think? Sure, great customer means to create and effectively manage the emotions of your customers. The fact is that there is not a single interaction that occurs between an organization and its clients that do not foster an emotion of some kind. If that emotion is a deep frustration or a delight is to a great extent dependent on you and how carefully design, plan and execute your customer's experience. And, of course, it is measured against the customer's expectations at all their interaction points. In other words, by offering a great customer experience, you should consider the expectations of your customers. Note that each of your customers' contact points affirms or denies the expectations that each customer brings to an interaction. In addition, keep in mind that consumers transfer their expectations from one industry to another. That means that when it comes to offering a great customer experience, it's not just competing with the shop on the street... it's facing everyone, everywhere. (And to make things worse, your customers are likely to discuss their deficiencies in all possible social media channels!) In the next more than 300 pages, this book goes deeper into what is the customer experience and the best way to deliver it. In this chapter, we discuss the eight essential steps to create an excellent customer experience program. why small things are a big problem and some other important issues that you should understand before starting the job of constantly creating and delivering an excellent customer experience. Eight Steps to Create an Excellent Customer Experience Program There are eight essential components to build an excellent customer experience program: to develop and implement the experience of your experience in declaring the intention of touchpoint maps by redesigningof contact by creating a dialogue with its clients creating knowledge of the client's experience in the workforce that recognizes and recognizes and recognizes and recognizes rewarding A trap

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