

Leading the Customer Experience

Leading the Customer Experience

How to Chart a Course and Deliver Outstanding Results

Brad Cleveland



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ABOUT THE AUTHOR

Brad is an in-demand consultant and speaker, known globally for his expertise in customer-focused management and strategy. He has worked across 45 states and in 60 countries, and has appeared in media ranging from the *New York Times* to the *Washington Post* and NPR's *All Things Considered*. Brad's books and articles have been translated into nine languages; he is also an instructor for LinkedIn Learning, with courses on customer management, strategy and leadership.

The companies Brad has worked with include service leaders such as American Express, Apple, USAA, Google, and others. He has consulted or led workshops in over 70 percent of the companies with the top net promoter score (NPS) in their respective industries. Brad has also worked with governments in the United States, Australia, the UK and Canada.

Brad was founding partner and former CEO of the International Customer Management Institute (ICMI), now part of London-based Informa plc. He continues his work with ICMI in an advisory capacity.

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FOREWORD

Finally!

Previously, those of us who are passionate practitioners of the customer experience had to choose between two types of books on our favorite subject.

As you probably know, one typically features folksy, anecdotal stories about the difference that CX can make to a business and its teams. The others are research-based tomes that attempt, through the prodigious use of statistics, to quantify the value that organizations acquire from investing in CX.

There's absolutely nothing wrong with either approach (in fact, I'm guilty of writing a few of the former... and I love digging into the gravity of the latter). However—until now—it was my opinion that no book captured both sides of the important impact an organization can realize by creating and delivering an extraordinary customer experience.

The anecdotal books are easily critiqued for not proving their case with enough evidence required for organizational investment and commitment. The other books frequently aren't presented in a manner that is accessible—and therefore applicable—to the busy executive or frontline manager.

Why do I say “finally”?

Because what my friend Brad Cleveland has done is to deliver an engaging narrative based upon the exceptional depth of his own remarkable experiences. Plus, he reveals important research that provides the statistical verification required to prove his assertions on the customer experience. And he does so with a warm, engaging style that is easy to understand—combined with a detailed, step-by-step plan that every leader can execute to gain a competitive advantage through extraordinary customer experiences.

This is not just a book on the customer experience. It's also akin to a “user's manual” on how you can enhance the lifetime value of your customers while you expand the number of referrals your current customers provide. You'll want to read this book now. And I will wager you will pull it off the shelf and refer to it frequently as you execute your CX strategy.

Many years ago—before establishing my career as an author, speaker, and consultant on customer experiences—I was a globally syndicated movie

reviewer seen on television stations around the world. Occasionally, but very rarely, I would announce that a film was a “must see.” I would emphasize that anyone and everyone who liked movies should buy a ticket and view the film.

Now, I’m making a similar recommendation about Brad Cleveland’s book. It is, quite simply, a “must read.” Anyone and everyone in business who wants to curate customer loyalty and enlarge their earnings through the customer experience should read and apply what you are about to consume.

Scott McKain

CEO, The Distinction Institute

Author, *The Ultimate Customer Experience*®

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To come

