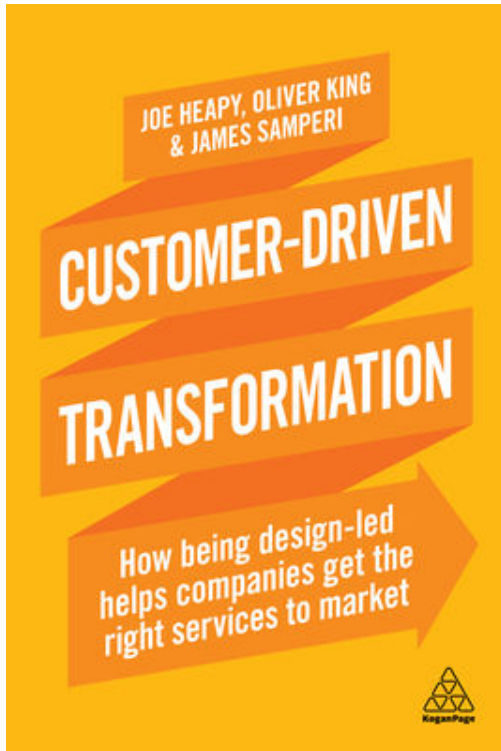


# Télécharger Livres Gratuit Customer-Driven Transformation (PDF | ePub | Mobi) Oliver King, James Samperi & Joe Heapy DataBase Book



Service design is the activity of utilizing resources and people to build and sustain services that not only meet customers' needs, but also add that little bit of magic or true competitive advantage. In an overcrowded marketplace there is often little opportunity to break away from the pack and influence customer perceptions; **Customer-Driven Transformation** demonstrates how to use design thinking as a driver for organizational change to translate your vision into compelling services that will delight your customers. How did companies like Netflix, Airbnb and Uber revolutionize industries and win loyal followers? They started here. By thinking about what customers need foremost, you can reinvent your value proposition and deliver services that work.

**Customer-Driven Transformation** shows how to instill an outside-in approach to strategy, moving away from management that's technology, marketing or resource optimization-led, towards being customer-inspired and experimental with innovation. It is a practical guide for any

business to lead a transformational programme and use design thinking to change how services are created, ensuring they are expertly designed, elegant in use and advance in customer-mindedness.

With ground-breaking case studies from the likes of E.On Energy, Hyundai Motor Company and Bupa, this cutting-edge book will empower companies to take control of customer experience and deliver long-lasting and impactful change. Focusing on one of the hottest management topics, it is an inspiring read for any business leader to understand how to reinvent their value proposition, gain market share and win customers.

<b>Title</b>	:	Customer-Driven Transformation
<b>Author</b>	:	Oliver King, James Samperi & Joe Heapy
<b>Catégorie</b>	:	Management et direction
<b>Sortie</b>	:	3 juil. 2018
<b>Éditeur</b>	:	Kogan Page
<b>Pages</b>	:	216
<b>Langue</b>	:	Anglais
<b>File Size</b>	:	4.21MB

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