Using Information to Develop a Culture of Customer Centricity: Customer Centricity, Analytics, and Information Utilization

David Loshin, Abie Reifer

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Using Information to Develop a Culture of Customer Centricity sets the stage for understanding the holistic marriage of information, socialization, and process change necessary for transitioning an organization to customer centricity. The book begins with an overview list of 8-10 precepts associated with a business-focused view of the knowledge necessary for developing customer-oriented business processes that lead to excellent customer experiences resulting in increased revenues. Each chapter delves into each precept in more detail.

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