



## The Customer Experience Revolution

Jeffrey Bean and Sean Van Tyne

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### ***Praise for *The Customer Experience Revolution:* *How Companies Like Apple, Amazon, and Starbucks* *Have Changed Business Forever****

“*The Customer Experience Revolution* is a book that everyone who wants to succeed in business must read.”

— Todd Robinson, Founder and Former Chairman, LPL Financial

“Companies that delight their customers outperform their peers. This guidebook tells us why and how they do it in industries as diverse as retailing, smartphones, food service and driver education. I highly recommended it to anyone building a customer-focused business or refocusing an existing business on the experience of the customer.”

— Larry Tesler, Larry Tesler Consulting, former Vice President and Chief Scientist, Apple Computer

“We’ve all heard about great companies like Starbucks, Apple, and Intuit, and we enjoy great experiences with them every day. However, few of us can truly articulate what it is that each of these experiences does for us, much less how we might replicate the experience in our own companies. *The Customer Experience Revolution* provides us with a great framework of understanding those experiences. It is a must-read for leaders who want to drive great customer experiences within their own organizations.”

— Steve Albee, Senior Vice President, Union Bank

“Where does your brand begin and end? Where does your marketing stop and delivering online start? With cloud computing, online purchases, SAAS use, and live support in social forums, can you even define where your product experience begins and ends? These days you cannot and should not even try. Successful companies have prospered in response to these mega trends by taking the holistic approach described in *The Customer Experience Revolution* by Jeffrey Bean and Sean Van Tyne. This book is a must-read for anyone in the product delivery value chain. I fully recommend it.”

— Daniel Rosenberg, SVP Product UX, SAP



## Praise for *The Customer Experience Revolution* (p. 2)

“This is the best business book in years! Bean and Van Tyne do a brilliant job of analyzing what winners do to create a world-class customer experience. They spell out the winning steps so you can implement them in your business. If you want to increase sales and customer satisfaction and, at the same time, cut your costs, follow the advice in this book.”

— Joely Gardner, Ph.D., Professor, Mihaylo College of Business and Economics, Cal State Fullerton and Chief User Research Strategist, Human Factors Research

“Van Tyne and Bean explore case studies of some of today’s most successful companies. As they look at their business, marketing and product design, it becomes clear that the secret to success is to put the entire organization behind creating an excellent customer experience at every point. The book is full of both cautionary tales and inspirational stories.”

— Whitney Quesenbery, author of *Storytelling for User Experience and Global UX*

“*The Customer Experience Revolution* is a timely addition to any business reading list. This book provides insights to understand these changes and what companies of all sizes can do to embrace a successful customer experience strategy.”

— Sharon Carmichael, Manager, User Experience, Sony Direct, Sony Electronics

“*The Customer Experience Revolution* is a current and relevant book highlighting the key role customer experience should play in your company’s business strategy. Extremely well-written in everyday language that we can all understand, Sean Van Tyne and Jeofrey Bean have thoughtfully made a case for the changing field of customer experience. Interspersed with high-profile case studies, along with practical advice, this book takes the reader from the beginnings of several start-up companies to their incredible success, and some to their very recent and untimely demise. This book is a must-read for the strategists in your company. If you don’t think that your customer’s experience with your company’s processes, people, organization, and your brand are overwhelmingly crucial, think again. If you want to make your mark as a leader, engage your customers and act on the advice provided in this book.”

— Carol Buehrens, Chief User Experience Architect/Customer Experience Principal, ICW Group

“Filled with accessible and thought-provoking examples, *The Customer Experience Revolution* demonstrates how organizations both large and small must engage with their customers to prevent commoditization and sustain a healthy bottom line.”

— Darryl Kuhn, Chief Technology Officer, Skinit

“Creating an exceptional customer experience is critical to the long term success of business today. *The Customer Experience Revolution* contains a treasure trove of vignettes highlighting companies that really understand what it takes to improve customer relationships via a stellar experience. Gems and nuggets abound for the savvy business that wants to focus on their customers.”

— Becky Carroll, Author of *The Hidden Power of Your Customers*, and President and Founder, Petra Consulting Group

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## Praise for *The Customer Experience Revolution* (p. 3)

“Every executive in most corporations will tell you how important is to deliver the best customer experience. However, there are very few companies that do it in a repeatable way. Most struggle trying to make it part of their company’s culture. In *The Customer Experience Revolution*, Bean and Van Tyne have woven together the essential concepts with real-world examples of what it means to deliver awesome user experiences. In a very approachable way, this work will prove invaluable to people who want to make user experience an integral part of their business and their products.”

— Ivan Crespo, R&D Software Engineering Manager, Kodak