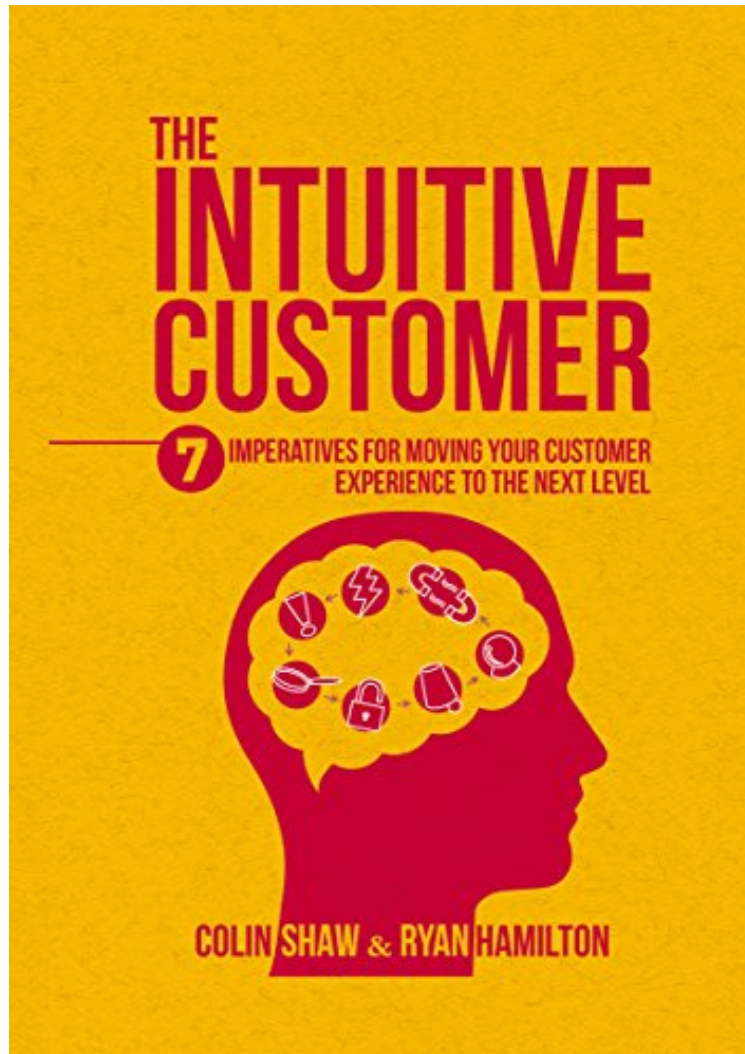


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The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level

Colin Shaw, Ryan Hamilton

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Building on the work of Daniel Kahneman (Thinking Fast and Slow), Dan Ariely (Predictably Irrational), Shaw and Hamilton provide a new understanding of how people behave, explain what it means for organizations who really want to understand their customers, and show you what to do to create exceptional customer experiences.

From the Back Cover Consumers are unreasonable — but they're not stupid. We all like to think we make rational choices. But thirty years' of research has shown that what we actually do is make instinctive, 'gut' choices and then reverse engineer a set of rational criteria to justify that choice in order to fool ourselves into believing that we are not being unreasonable. The funny thing is that those gut choices consumers make are often better than the ones they make when they actively and rationally consider their options. In other words — consumers are sensibly unreasonable. The problem is that a lot of marketing is reasonable — but stupid. Why does every marketing brochure include a list of features and benefits that are based on the assumption that consumers are making a logical, cognitive choice? We know that they are not, but we keep doing it! By concentrating on providing cognitive solutions to emotional needs, marketing is trying to solve the wrong problem. What matters is how customers feel. You need to understand what makes consumers behave a certain way and then use that knowledge to shape the experience you deliver to the customer. This book is about Behavioral Economics and consumer psychology. Building on the work of Daniel Kahneman (Thinking Fast and Slow), Dan Ariely (Predictably Irrational) and others, Shaw and Hamilton unpack this new understanding of how people behave, explain what it means for organizations who really want to understand their customers, and show you what to do to create exceptional customer experiences. About the Author Colin Shaw, Founder CEO, Beyond Philosophy. A pioneer in the field of Customer Experience, Colin has written four best-selling books on the subject. Colin's background is in operational line management. He has held many senior exec positions in corporate life before founding Beyond Philosophy in 2002. Under Colin's leadership Beyond Philosophy have helped many of the world's most prestigious organizations improve their Customer Experience including American Express, FedEx, IBM and Caterpillar. One client, Maersk Line, the world's largest container shipping company, improved their net promoter score by 40 points in 30 months, which gave a 10% rise in shipping volumes using Beyond Philosophy's methodology. Ryan Hamilton, Professor of Marketing at Emory University's Goizueta Business School, Atlanta, Georgia. Ryan is an award-winning teacher and researcher in the field of consumer psychology. In 2011 was named one of 'The World's Best 40 B-School Profs Under the Age of 40'. His research investigates shopper decision-making: how brands, prices and choice architecture influence decision making at the point of purchase. His research and teaching are focused on identifying some of the surprising ways firms can use psychology to better understand and serve their customers.