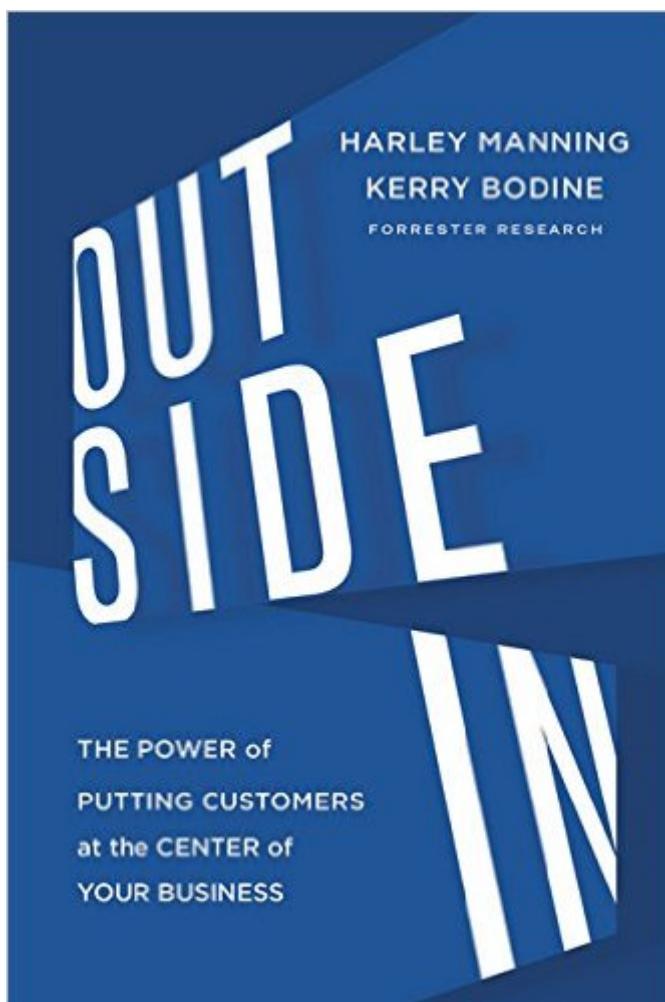


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# Outside In: The Power Of Putting Customers At The Center Of Your Business



## Synopsis

What simple innovation brought billions in new investments to Fidelity? What basic misunderstanding was preventing Office Depot from achieving its growth potential? What surprising insights helped the Mayo Clinic better serve both doctors and patients? The solution in each case was a focus on customer experience, the most powerful—and misunderstood—element of corporate strategy today. Customer experience is, quite simply, how your customers perceive their every interaction with your company. It's a fundamental business driver. Here's proof: over a recent five-year period during which the S&P 500 was flat, a stock portfolio of customer experience leaders grew twenty-two percent. In an age when customers have access to vast amounts of data about your company and its competitors, customer experience is the only sustainable source of competitive advantage. But how to excel at it? Based on fourteen years of research by the customer experience leaders at Forrester Research, Outside In offers a complete roadmap to attaining the experience advantage. It starts with the concept of the Customer Experience Ecosystem—proof that the roots of customer experience problems lie not just with customer-facing employees like your sales staff, but with behind-the-scenes employees like accountants, lawyers, and programmers, as well as the policies, processes, and technologies that all your employees use every day. Identifying and solving these problems has the potential to dramatically increase sales and decrease costs.

## Book Information

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## Customer Reviews

"Why read Outside In? Because a focus on customer experience and an outside-in perspective are the cornerstones of business success. The strongest client relationships are built on trust, mutual respect, and really listening to each other. Those are the kinds of relationships that can last a lifetime." • Vanguard Chairman and CEO Bill McNabb "This eye-opener gives you a comprehensive, need-to-know look at how smart companies achieve sustainable success in dealing with customers. Hint: It involves the entire organization, not just those on the 'front lines.' The GPS-like guidance provided here is invaluable." • Steve Forbes, Chairman and Editor-in-Chief, Forbes "Enjoyable, Easy, Meets Needs. This is Manning and Bodine's Customer experience pyramid, listed in order of importance for the customer. Yes, it's hard to make the changes needed to deliver on these promises. But there is a simple first step: read this book." • Don Norman, Nielsen Norman Group, author of Living with Complexity "Manning and Bodine understand that a good customer experience is actually less expensive to provide than a poor one and customers will pay more for a good one than for a bad one. Nothing drives profitability like an excellent customer experience does." • Dan Hesse, CEO, Sprint "I define customer centricity as simply the one who pays you money placed at the center of everything you do. If you buy that definition, then buy this book, for Manning and Bodine provide a blueprint for doing just that. Following its prescriptions will yield enjoyable experiences for your customers by understanding them from the outside in." • B. Joseph Pine II, co-author, The Experience Economy and Infinite Possibility: Creating Customer Value on the Digital Frontier "Looking forward, healthcare organizations need to make patient experience part of their strategic plans. It's as important as quality and safety. Manning and Bodine show why creating a great experience is important for any organization, and how to drive the change needed to make it a reality." • Delos "Toby" Cosgrove, MD, CEO, Cleveland Clinic "Here at Virgin, our brand is all about a great customer experience. Outside In provides the discipline to turn that thinking into successful business practices." • Paul Sands, Head of Customer Experience Management, Virgin Atlantic Airways "Today's consumer has more information and choices at their fingertips than ever before. The ability to deliver a fast, effective and trustworthy customer experience is often the difference between success and failure. OUTSIDE IN details the tangible disciplines a company can master in order to differentiate itself from the competition through the customer experience." • Kathleen Murphy, President, Personal Investing, Fidelity Investments "Here's a simple recommendation: if you have customers, you should read this book." • 800-CEO-READ "CIOs who want to travel down that path [of success] but need a bit of guidance should look at Outside In." By looking closely at the

problems customers experienced that led them to call customer service, some of these companies either slashed costs by billions of dollars or generated billions in new revenue."Ã¢â€”The Wall Street Journal

What simple innovation brought billions in new investments to Fidelity? What basic misunderstanding was preventing Office Depot from achieving its growth potential? What surprising insights helped the Mayo Clinic better serve both doctors and patients? The solution in each case was a focus on customer experience, the most powerful and misunderstood element of corporate strategy today. Customer experience is, quite simply, how your customers perceive their every interaction with your company. It's a fundamental business driver. Here's proof: over a recent five-year period during which the S&P 500 was flat, a stock portfolio of customer experience leaders grew twenty-two percent. In an age when customers have access to vast amounts of data about your company and its competitors, customer experience is the only sustainable source of competitive advantage. But how to excel at it? Based on fourteen years of research by the customer experience leaders at Forrester Research, "Outside In" offers a complete roadmap to attaining the experience advantage. It starts with the concept of the Customer Experience Ecosystem proof that the roots of customer experience problems lie not just with customer-facing employees like your sales staff, but with behind-the-scenes employees like accountants, lawyers, and programmers, as well as the policies, processes, and technologies that all your employees use every day. Identifying and solving these problems has the potential to dramatically increase sales and decrease costs."

Outside In is a great book for businesses and other organizations who want to understand and utilize the power of customer experience. If your company has any kind of interaction (digital, over-the-phone, face-to-face, or otherwise), you will benefit from applying the principles it contains to your business. But that's not why I bought the book. I've taking a different perspective, that of a non-profit volunteer leader who wants to provide great GUEST services to our "customers." From my viewpoint, Outside In is an excellent guide to first introducing, and then providing a road map, for organizations who want to focus on providing a WOW! Guest experience program. As a student of Guest Experiences, I was well aware of the book before its publication, reading a sample chapter and following the discussion by its authors Harley Manning and Kerry Bodine on the Forrester blog. I pre-ordered it from , and was delighted when it showed up one day after the book's release. After skimming the contents, I promptly canceled the rest of my day's appointments and read the book through. I won't duplicate the table of contents here - that's what "Look Inside" is for. I'll just say that

after one reading, I've began to go back through with a pen and highlighter. The book is marked up, notes are in the margin, and it looks like a highlighter has run wild. It's that good - and a practical tool for your use. I will be using this in my own organization, putting it to use in a consulting role, and referring it to all my clients. Want to understand the Guest (er, customer) experience? Order it today, put it into practice tomorrow.

This book will help you to understand why CX not being taken seriously by many companies, it will help you as well to establish a proper framework to build a strong Cx practice/maturity within any organization ... While I am reading I was able to justify many of challenges which faced me while working under this important function ... The book is a must-to-read for any CX professionals.

Want to understand the difference between Customer Experience and Customer Service? If yes, read this book

Great Experience would highly recommend

Customer experience - not customer service - is an important need in many corporations. I see customer experience as part of the conscious capitalism movement, where companies empower employees to be "owners" and ambassadors and are treated with respect by the company. This book helps with that need of seeing yourself (e.g., business) from the "outside in". Some of the middle part is a bit dry (implementation) and I think it would be more proactive to add the theme of conscious capitalism.

I am new to the subject so it was very illustrative. Nevertheless I would have expected to gain a deeper insight of the cases showcased in the book, maybe without the names of the companies. But overall, it gives you a good overview on how to tackle CX issues if you are kind of a rookie.

Overall, an excellent thorough read. I believe the information contained could be made more relevant through including competing points of view or alternative primary research findings from like minded research organizations.

Is your organization trying to become more customer engaged? Or are you exploring how you can build skills and develop a plan in the area of customer experience management? This book is full of

case studies and tools to help you get started.

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