

Unlocking the Hidden Customer Experience: Short Stories of Remarkable Practices that Ensure Success

Colin Shaw's new eBook launched in January 2015, "Unlocking the Hidden Customer Experience: Short Stories of Remarkable Practices that Ensure Success" explores the hidden aspects of what makes a great Customer Experience. The book provides real-world examples of Customer Experience, both good and bad. Recognized by LinkedIn as one of the world's 150 business influencers, Shaw is the founder and CEO of Beyond Philosophy, a consulting and training company, and author of four best-selling books on Customer Experience. Given his pedigree, this new book should not be ignored.

Shaw introduces the hidden aspects of the Customer's experience they are not aware of themselves, or a subconscious experience. The subconscious has a massive effect on Customer emotions, and, therefore, their perception of your organization.

Many organizations understand having an excellent Customer Experience is now an imperative. Fewer of them, however, understand the importance of creating a deliberate emotional, subconscious, and psychological experience, which are vital to creating a differentiated experience.

Shaw's book explains in detail what it takes to evoke emotions in Customers that drive value, as well as how to leverage the conscious and subconscious experience. He illustrates his ideas in short-story form in an easy-to-read format that is quick to digest in five minutes, like a daily injection of Thought Leadership to inspire action. With his natural storytelling style and focus on practicality, his eBook is designed to help organizations take their Customer Experience to the next level. In other words, Shaw takes his readers "beyond the philosophy" and into the action of designing and implementing world-class Customer Experiences.

About Colin Shaw:

LinkedIn recognized Colin Shaw as one of the world's top 150 business influencers. Shaw is the founder and CEO of Beyond Philosophy, one of the world's first organizations devoted to Customer Experience. In his last role in corporate life, Colin managed over 3500 people. Colin is an international author of four best selling books and a sought-after engaging keynote speaker. Follow Colin Shaw on Twitter @ColinShaw_CX.

About Beyond Philosophy:

Beyond Philosophy is the world's first operationally-focused Customer Experience company. Founded in 2002, we provide consultancy, training, and specialized research to some of the world's largest companies. With Maersk Line, the world's largest container shipping company, Beyond Philosophy helped improve their Net Promoter Score by 40 points in 30 months that equated to a 10% increase in shipping volumes. We train organizations to use Beyond Philosophy's unique tools and methodologies developed to improve their Customer Experience.

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