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30 ways to create customer value There was a very fine article in Harvard Business Review by Eric Almquist, John Senior, and Nicolas Bloch of Bain Consulting. In this comprehensive piece, they present a Maslow-style hierarchy of needs as the fundamental attribute of a brand image. *What is Customer Value and How Can You Create It ...*

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A look at the effort and work in the two case studies Why Ariba succeeds in customer driven improvement, and Building customer bridges at Honeywell, demonstrates the importance of having a feedback loop to customers in order to identify those hidden irritants or opportunities for enhancing the customer experience. This goes beyond simple customer satisfaction surveys, and as both cases show, the results lead to specific actions and continuous improvement across the entire organisation.

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