

Customers.com[®] Strategies for \$95/year!

ABOUT THE SERVICE

Receive valuable weekly business advice, actionable insights, tips and techniques, best and worst practices, and useful case studies for customer-centric executives from the authors of: *Customers.com*, *The Customer Revolution*, and *Outside Innovation*



The Customers.com[®] Strategies service is a single user membership for your personal use.

If you need multiple memberships, or plan on sharing our research with other members in your organization, then you need our [Customers.com[®] Technologies Advisory Service](#).

Each week, you'll receive:

1. Patty Seybold's latest insights, examples, and coaching (via email) to help you stay focused on customer-critical issues, customers' outcomes, customer experience and customer-led innovation.

Examples:

- [Want Customer-Contributed Content? Make It Easy for Your Customers to Multi-Post](#)
- [Who "Owns" Your Medical Records? Whose Data Is It?](#)
- [How Customer-Centric Visionaries Make Information Valuable: Make Information Actionable and Connect People to People](#)
- [Business Week's Business Exchange: Good Example of Crowd Sourcing and Social Networking](#)
- [Why Twitter Rules \(and What to Do About It\): The Six Best Uses of Twitter for Your Organization](#)

2. A 6- to 10+ page report describing customer-centric case studies, best practices, examples of good and bad customer experience, Customer Scenario[®] Mapping techniques, Customer Scenario[®] patterns, customer experience test drives and tips and techniques you can use to help you in your job.

Examples:

- [How Citrix Evolved Its Online Community of Customer Advisors](#)
- [Footwearetc.com Walks Your Way: Constant Improvement in Marketing and Customer Experience Yield Big Gains](#)
- [Nature Reinvents Textbooks: Scitable: A NextGen Ecosystem for Learning & Teaching Science](#)

- [How Well do E-Tailers Handle Gift-Giving: A Customer Experience Framework and Customer Experience Test Drives](#)
- [Do's and Don'ts of Phone Support: Making it Easy to Navigate through IVR Hell!](#)
- [Best Practices in Customer Self-Service: Ten Ways to Make It Easy for Your Customers to Do Business with You](#)
- [Interviewing Customers for your Customer Scenario® Mapping Session](#)
- [Identifying Operational Customer Experience Metrics: How to Spot What Matters Most to Customers and Turn Those “Moments of Truth” into Metrics You Can Track](#)
- [Helping Customers Find and Purchase Your Products/Services: Identifying and Measuring the Key Moments of Truth in Select & Buy Customer Scenario® Patterns](#)

You'll have the opportunity to:

- Ask questions and get considered answers from Patty Seybold, Ronni Marshak, and the Customers.com team of senior consultants
- Attend Customers.com® Seminars and Workshops at a 10% discount
- Attend Customers.com® Webinars for free
- Contribute your case studies and examples to Patty Seybold and Ronni Marshak's next book(s)
- Access over 400 Customers.com® research reports

This is a single-user one-year's subscription to access all of our research (with the exception of our detailed technology product reviews* and our technology vendor updates*) for \$95.

*For information about our *Customers.com® Technologies Advisory Service* please click [here](#).

THE PATRICIA SEYBOLD GROUP

If you're a visionary customer-focused executive, the Patricia Seybold Group should be your first choice for ongoing strategic advice, business and technology guidance, customer experience best practices, and help with customer-centric initiatives.

For over 25 years, the Patricia Seybold Group has been helping clients to design and continuously improve their customer-focused business strategies and processes using their proven consulting methodology, [Customer Scenario® Design](#).

The CEO and founder, Patricia Seybold, is the international best-selling author of *Customers.com*, *The Customer Revolution*, and her latest book, *Outside Innovation*.

& 617.742.5200

 feedback@customers.com

 http://www.customers.com/members_commint.aspx

Customer Scenario is a registered trademark, and Quality of Customer Experience (QCE) and Customer Co-Design are service marks of the Patricia Seybold Group Inc. © Copyright 2009, Patricia Seybold Group, Inc.