

En un mundo en el que los productos y servicios son cada vez mas similares, donde toda innovacion es copiada y la reduccion de los precios ya no es posible, nace la gestion de la experiencia de cliente (CEM, por sus siglas en ingles) como un elemento esencial para aumentar las ventas. Entender al cliente y gestionar las emociones que le produce su interaccion con los productos y los servicios que ofrece el mercado se convierte en la piedra angular de toda decision empresarial. En Experiencia de cliente encontraras un manual practico que aporta, de forma amena y acudiendo a casos reales, las claves para que puedas desarrollar tu propio modelo de CEM.

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