



Voice-of-the-customer Marketing: A Revolutionary 5-step Process to Create Customers Who Care, Spend, and Stay

By Ernan Roman

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Voice-of-the-customer Marketing: A Revolutionary 5-step Process to Create Customers Who Care, Spend, and Stay, Ernan Roman, The revolutionary five-step Customer Relationship Marketing process that has helped Microsoft, NBC, and IBM, increase sales by 75% "Ernan Roman's "Wisdom of the Customer" methodology has achieved unprecedented results for cutting-edge marketers! Read this before your competitors do." -Don Peppers and Martha Rogers, Ph.D., Peppers & Rogers Group "When HP uses the Voice of the Customer methodology, our marketing campaign results improve dramatically: response rates improve 3X to 10x, sales increase 2x or more, and we can spend far less to get great results. When we don't use VOC, our results can suffer greatly." -Garry Dawson, Hewlett-Packard, Americas Advertising and Direct Marketing Manager "Ernan is a leading expert in creating disciplined "Voice of Customer" driven marketing processes. If you want to move from just talking about VOC to being a leader in implementing it, you must read this book." -Fred Neil, Global Head of CRM, Dell "Finally, someone has found the answer for how to succeed with customer focused marketing. Ernan has pioneered an impressive Voice of Customer process that enables marketers to engage...

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