



# Crafting the Customer Experience For People Not Like You: How to Delight and Engage the Customers Your Competitors Don't Understand

By Kelly McDonald

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**Deliver a better business experience, for every kind of customer**

A "one-size fits all" approach to customer service is no longer viable. Businesses competing on service need to understand and cater to customers' racial, ethnic, religious, generational, and geographic differences in order to meet or exceed customers' service expectations. *Crafting the Customer Experience to People Not Like You* shows how companies, brands, and products struggling to differentiate themselves in a sea of sameness can foster long-term loyalty and brand preference with exceptional and customized customer service.

- A detailed guide to core customer groups including women, the five generations (matures, Boomers, Gen X, Gen Y and Gen Z), racial and ethnic segments, such as Hispanics and African-Americans, as well as those who are defined by key lifestyle and life-stage attributes
- Includes consumer insights that will help business leaders deliver a better business experience with every customer

You cannot control the economy, the stock market or the costs of goods and labor. But you can control your organization's customer service. It's an empowering thought. Customer service is 100% in your control at all times and it's more important than ever.

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**Crafting the Customer Experience For People Not Like You: How to Delight and Engage the Customers Your Competitors Don't Understand** By Kelly McDonald **Bibliography**

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### Editorial Review

#### From the Inside Flap

A "one size fits ALL" approach to customer service is no longer a viable option. *Crafting the Customer Experience for People Not Like You* shows how companies, brands, and products struggling to differentiate themselves in a "sea of sameness" can foster long-term loyalty and brand preference with exceptional and customized customer service.

Crafting a customer experience that caters to people not like you will bring in new customers and create a competitive advantage over companies that fail to recognize their customers' diversity. It increases customer loyalty and gives you a greater understanding of your customer groups, opening new thinking on ways to surprise and delight them. *Crafting the Customer Experience for People Not Like You* offers step-by-step, enlightened advice, including:

- A detailed guide to core customer groups including women, the five generations (matures, Boomers, Gen X, Gen Y, and Gen Z), racial and ethnic segments, such as Hispanics and African Americans, as well as those who are defined by key lifestyle and life-stage attributes
- Consumer insights that will help business leaders deliver a better business experience to every customer
- How to train employees to serve customers who are not like them, lest they harm your business
- Seven principles for creating an inclusive and inviting customer experience for every consumer group

With this book's guidance, you can master the customer experience.

#### From the Back Cover

**People are more diverse than ever before**, and our differences manifest themselves in a number of ways. It may mean differing expectations about the speed of getting information—within seconds or by the end of the day. It may mean differing preferences for communication—text versus a phone call or face-to-face meeting. Even racial, ethnic, religious, generational, and geographic differences come into play when satisfying customers' service expectations.

*Crafting the Customer Experience for People Not Like You* shows you how to break the "one size fits all" habit and why a customized approach to customer experience works best for growing business, generating loyalty, and creating "brand ambassadors." Companies and brands are struggling to differentiate themselves in a "sea of sameness," and the easiest way to foster long-term loyalty and brand preference is through exceptional customer service. Business owners cannot control the economy, the stock market, or the cost of goods and labor. But you can control customer service. It's an empowering thought. The one thing that is 100 percent in your control at all times is also more important than ever.

*Crafting the Customer Experience for People Not Like You* will show you how to deliver a better business experience with every customer. Show each of your customers that you understand them—that you get them—and they'll show you the love, too.

#### About the Author

**KELLY McDONALD** is the president of an award-winning advertising and marketing firm, and has been featured on CNBC, in *BusinessWeek*, CNN Money.com, and SiriusXM Radio. Her clients include brands such as Toyota, Sherwin-Williams, State Farm Insurance, MillerCoors, and Harley-Davidson. In 2009, *Advertising Age* named McDonald Marketing one of the Top Ad Agencies in the U.S. across all disciplines. She is the author of *How to Market to People Not Like You: "Know It or Blow It" Rules for Reaching Diverse Customers*, which reached number 7 on the *Inc.* magazine list of bestselling business books for 2011.

## Users Review

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#### Katherine Herron:

Book is to be different for each grade. Book for children until adult are different content. We all know that that book is very important for people. The book *Crafting the Customer Experience For People Not Like You: How to Delight and Engage the Customers Your Competitors Don't Understand* ended up being making you to know about other expertise and of course you can take more information. It is quite advantages for you. The guide *Crafting the Customer Experience For People Not Like You: How to Delight and Engage the Customers Your Competitors Don't Understand* is not only giving you considerably more new information but also to be your friend when you sense bored. You can spend your spend time to read your guide. Try to make relationship using the book *Crafting the Customer Experience For People Not Like You: How to Delight and Engage the Customers Your Competitors Don't Understand*. You never sense lose out for everything in case you read some books.

#### Scott Foust:

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#### Michael Mantz:

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