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Igniting Customer Connections: Fire Up Your Company's Growth By Multiplying Customer Experience and Engagement

Andrew Frawley

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A new data-driven approach to building customer relationships that fuel sustainable business growth

Igniting Customer Connections explores how organizations of all sizes can build powerful and profitable customer relationships in a today's increasingly complex, fast-paced, and fragmented marketplace. Written by the president of one of the world's largest marketing firms, the book provides expert insights about connecting with customers effectively across all channels and over time. The central premise is a refreshingly different, evidence-based approach called **Return On Experience and Engagement**, or **ROE²**, which delivers a new way to inspire and measure customer connections—and improve business results.

The traditional marketing campaign—a battle for attention with a clear launch date and endpoint—no longer works. Marketing is faster and more complex than ever, and consumers now have the power to turn off the message. *Igniting Customer Connections* explores the benefits of a new approach that enables companies to *connect with* customers, rather than just *talk at* them. Topics include:

- Why classic ROI is losing relevance as a way to measure results—and to budget marketing spend
- How to make powerful connections by taking full advantage of "atomic moments of truth"
- Amplifying the impact of customer experience and engagement
- Creating a continuous, measurable, repeatable process for growth

The key to winning customers and building long-term business is creating positive customer experiences that inspire ongoing engagement—from Facebook "likes" to purchase decisions. Based on data and stories drawn from dozens of top brands and thousands of consumers, *Igniting Customer Connections* helps marketers create long-term brand equity and sustainable business growth.

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