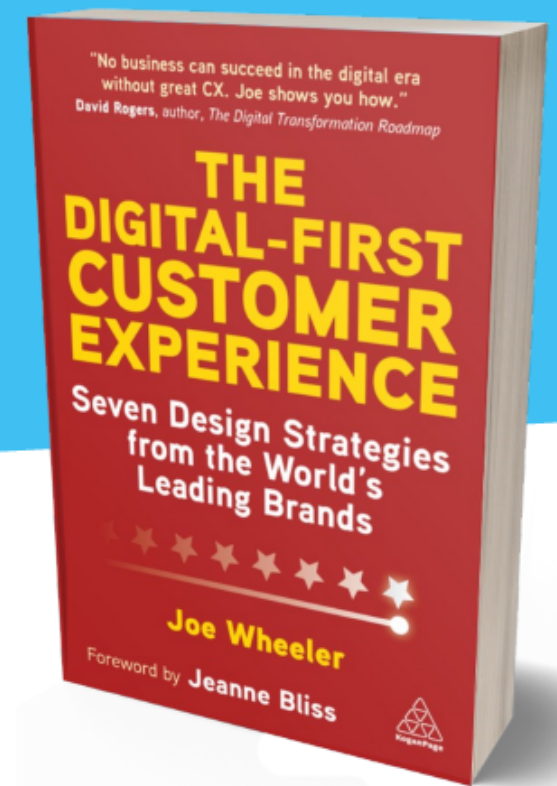


Digital First CUSTOMER EXPERIENCE

“ No business can succeed in the digital era without great CX. Joe shows you how.”

David Rogers
author, *The Digital Transformation Roadmap*



Companies around the world are struggling to make sense of the promise and peril of digital strategies in delivering a competitively superior customer experience. Joe Wheeler's new book is the definitive guide to designing digital-first experiences customers love.

Key features-at-a-glance

- Explores the post-pandemic trends that are requiring every company to re-think how they design customer experiences that exceed expectations.
- Illustrates the best way to collect meaningful data which shows companies how to identify the right problems to solve for their customers.
- Describes how to design a digital-first customer experience driving a new level of brand loyalty.
- Helps readers identify the right technologies that will add incremental value for all stakeholders.

The book features case studies of these leading brands: Lemonade, Spotify, CEMEX, VMware, Starbucks, NIKE, and Amazon.

Part One introduces the new "3Cs", key trends associated with technology convergence, competition, and culture change in a post-pandemic world.

Part Two takes a deep dive into seven design strategies, from designing emotional peaks across channels to empowering customers through immersive experiences merging physical and digital assets.

Part Three provides a playbook for how to design digital-first experiences, including how to solve the *right* problems, develop a measurable business case, design digital-first experiences customers love, and how to execute the new design at scale.

Susan Fournier
Dean, Boston University
Questrom School of
Business



A timely treasure for those who wonder whether, why, and how “digital” fundamentally changes the customer experience, with an added bonus “playbook” for designing business models up to the task.

