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**THE MOST  
REWARDING  
WAY TO IMPROVE  
PROFITABILITY**

**How to create excellent  
customer experiences**

A **self-edge** publication



Think Customer Experience is all about **customer service**?  
It's just as much about **what** you offer.

Profitability isn't about what customers want – it's about what they **need**.

Think Customer Experience is the next frontier? It's key to profitability **now**.

Is Customer Experience at the front of **every** employee's mind?



Your Customer Experience is only as good as the **weakest link** in the chain.

Your **team's satisfaction** directly impacts the quality of your Customer Experience.

Do **employee incentives** harm your Customer Experience?

**The Most Rewarding Way to Improve Profitability**

**What this book  
is about**

This book gives you a joined up approach to improve your profitability by excelling at Customer Experience (CX).

Underpinning it is the idea that **profitability flows from satisfied customers and satisfied employees.**

How satisfied your customers are is determined by the value you offer. That value is linked to their **entire experience as a customer.**

That experience is in turn strongly influenced by **how fulfilled your team are feeling.**

So this CX-centred approach is **rewarding both financially and relationally.**

“Customer obsessed organizations see customer experience as a source of commercial value; not just a differentiator versus competition (although it certainly is that) but a mechanism for superior profitability.”

Julio Hernandez, KPMG

“The best investor is your customer.”

Esther Dyson, Wellville

“CEOs who primarily focus on innovating products and services, and concentrate on employee morale are the most effective at leveraging CX to create a competitive advantage. On the flip side, companies that focus on **cost-cutting** aren't as effective.”

walker information

“Unless you have **100%** customer satisfaction, you must improve.”

Horst Schulze, Former President & chief operating officer Ritz-carlton

**The Most Rewarding Way to Improve Profitability**

**Who this book  
is for**



★ Are you:

- The Chief Executive of a small or medium-sized company?
- Or a Division Manager in a large corporation?
- Or in a position where you can influence your company's CX?

Then this book, together with the companion Action Planner and Success Monitor, charts a practical route to **make your company's CX top-notch.**

★ Are you studying business or entrepreneurship? Then this book gives you the best in business thinking on CX in a compact and easy-to-read format.

**The Most Rewarding Way to Improve Profitability**

**What you will  
gain from this  
book**

☆ This book will **challenge your thinking** on CX. It gives you **all the best practice you need** to make your customer experiences superior. And this in an easy-to-read format. You can read the book in one hour.

☆ The companion **Action Planner** gives you a pragmatic, step-by-step method to **assess your CX and plan effective actions** to achieve outstanding CX.

☆ Via the **Success Monitor** you will develop a practical approach to **monitor your success and sustain it** into the future.

The Most Rewarding Way to Improve Profitability

# The journey you will make



- ★ **One hour** to read this book.
- ★ **One day** to solo-assess your CX and develop your vision.
- ★ **One week** to collaboratively assess your CX with your teams and develop a pragmatic plan for impactful change.
- ★ **One month** to implement changes and start monitoring success.

Enjoy the journey!