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Build For Change By Alan

In Build for Change: Revolutionizing Customer Engagement through Continuous Digital Innovation Alan Trefler shows what it takes to make the necessary and dramatic changes in how a business thinks about its customers, its people, and its technology, to ensure it can survive beyond the twilight of the brands.

Build for Change: Revolutionizing Customer Engagement ...

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Build for Change: Revolutionizing Customer Engagement through Continuous Digital Innovation, Alan Trefler shows what it takes to make the necessary and dramatic changes in how a business thinks about its customers, its people, and its technology, to ensure it can survive beyond the twilight of the brands.

Build For Change by Alan Trefler | Pega Build for Change (2014) sheds light on the changing relationships between customers and businesses. By explaining the inner workings of customer loyalty and highlighting the importance of new technological developments, these blinks equip businesses with the tools they need to create a powerful and sustainable customer base.

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Build for Change Quotes by Alan Trefler - Goodreads
(15:10) Alan, you wrote a book about customer engagement called, Built for change, which discussed the relationship between customers and companies can you summaries off what you called the coming of the customer apocalypse.

Build for Change - The Industrial Revolution for Software ...
Build for Change offers a warning to companies that are failing to see the coming customerpocalypse, and practical advice and examples to those that are grappling with how to survive in a radically new customer engagement paradigm. It concludes that given the viral speed with which customer behaviors

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are changing, organizations need ways to predict customer desires, adapt in the moment to new changes, and be so reciprocal and contextually aware that both customers and staff will trust them ...

Build for Change: Revolutionizing Customer Engagement ...

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your company prepared for the Gen D future, or is it heading toward life support," asks

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"Build for change." What an unusual slogan for an enterprise software company. Isn't it the goal of every profitable enterprise software business to build a standardized application and try to sell...

Two Ways to Build for Change - Fast Company
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Build For Change By Alan Trefler

Build For Change outlines exactly what can—and must—be done to ensure sustainable success in the new digital era: Relate to the new generation of consumers, and understand their preferences and demands; Stop obsessing about mountains of data, and instead apply business-driven continuous improvement to customer processes

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