

The Intention Economy When Customers Take Charge

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find out how to reap the benefits of motivating and engaging the new direct customer voice the customer s new voice shows businesses how to motivate and transform directly volunteered consumer knowledge into profitable insights enabling a new echelon of marketing relevancy customer experience and personalization with a deep look at the inner workings of how a modern generation of business innovators are tapping into the fresh opportunities with the customer s new voice this book describes how businesses are transforming inference based predictions of purchase intent with direct consumer knowledge of their actual intentions and buying context the result an untouchable unprecedented level of offer relevancy experience and personalized service levels those offers range from the most basic app model of give me your physical location we ll find the best thai restaurant near you and give you an instant coupon to a more complex model such as an electric utility value proposition we ll give you discounts to charge your prius during certain times to help us optimize our grid efficiency while allowing toyota to monitor and optimize your battery to enable toyota s r d and customer experience enhancement forty case studies detail proven approaches for directly engaging the new consumer showing companies how to take advantage of rapidly evolving personal technology smart phones homes vehicles wearable technology and internet of things and the new sharing culture to collect the higher value intentionally discretionarily shared information readers gain access to a robust tool set including templates checklists tables flow diagrams process maps and technical data schematics to streamline these new capabilities and accelerate implementation of these transformational techniques ninety percent of the data that businesses use to determine what they sell or how to personalize a customer experience results from consumers unintentionally volunteering indirect data however this type of data has less than 10 percent accuracy this low effectiveness also necessitates up to 70 percent of a business s cost infrastructure direct consumer knowledge is now available and boasts up to 20 50 percent accuracy yet businesses remain anchored in the old indirect competencies this book helps companies integrate compelling sharing motivators and controls for consumers to feel motivated and safe about directly sharing their product and experience desires providing the ultimate

market advantage learn how to catch up to the new digitalized consumer leverage direct consumer information from current megatrends navigate privacy s current and future metamorphosis unlock the untapped value of big data s true enabler little data parsing incidentally volunteered data has been stagnant for decades due to the capabilities and expectations of a new generation of enabled consumers the timeless reality is that any level of investment in computing power data and analytics will never approach their full roi potential without interfusing the direct intentional insights from the consumer if today s forward thinking companies want to profitably engage the new consumers they must learn the secrets of motivating and safeguarding this new potential of customer transparency the risks of not engaging these new consumer voices irrelevancy and silence the customer s new voice shows businesses how to fulfill the promise and caveat of the new consumer if you make my life easier reward me and respect my shared information i will tell you my secrets

energy in america is undergoing a period of rapid change driven by new technologies consumer empowerment and the imperative to reduce emissions that cause global warming but many utilities are dragging their feet or actively impeding progress people who want to save energy or install solar panels are finding their efforts at odds with utilities seeking to preserve their profits seeing an existential threat to their business model utilities across the country are pursuing policy changes that will make it less viable for customers to generate their own electricity impatient with the slow pace of change an increasing number of cities are taking matters into their own hands as their citizens seek energy that is local affordable and clean empowered describes how city officials and activists in boulder minneapolis and madison are fighting back against entrenched utilities and taking charge of their energy future

this volume provides a framework for examining and integrating issues pertaining to organizational leadership and helps prepare the student and professional for leading and participating in these new era organizations this volume is divided into eight parts with an overview on leadership and organizational issues for each part

includes critical reviews

editorial reviews voya laura panter the current controversies series explores the social political and economic controversies that are plaguing world today each chapter begins with a preface that offers background information on the topic at hand the chapters are organized around key questions that are answered by various

authors with differing opinions the opinions of the authors of each article are those that could be found in our every day society consumer debt delves into the increasing burden of debt that middle class and lower income individuals are accumulating through credit cards school loans and high house mortgages expenses continue to increase as income levels remain stagnant or decrease for individuals of the gen xer age expenses are so high that saving for retirement for is for most unattainable credit card companies hit users with high interest rates and hidden fees while other arguments counter that there are plenty of consumers who do not use credit at all this series is mainly designed for controlled research through information gleaned from periodicals newspapers books government documents and organizations however the drawback is that most information contained in these books is already over a year old more accurate information can be found through databases and online research this would be a good purchase for libraries if students needed older statistics to back up their position while writing a research paper reviewer laura panter

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