The Customer Experience Revolution
How Companies like Apple, Amazon and Starbucks Have Changed Business Forever
By Jeffrey Bean and Sean Van Tyne
Published by Brigantine Media

amazon.com Amazon www.CXRevolution.com

“The Customer Experience Revolution is a book that everyone who wants to succeed in business must read.”

— Todd Robinson, Founder and Former Chairman, LPL Financial

“Companies that delight their customers outperform their peers. This guidebook tells us why and how they do it in industries as diverse as retailing, Smartphone, food service and driver education. I highly recommended it to anyone building a customer-focused business or refocusing an existing business on the experience of the customer.”

— Larry Tesler, Larry Tesler Consulting, Former Vice President and Chief Scientist, Apple Computer

“We’ve all heard about great companies like Starbucks, Apple, and Intuit, and we enjoy great experiences with them every day. However, few of us can truly articulate what it is that each of these experiences does for us, much less how we might replicate the experience in our own companies. The Customer Experience Revolution provides us with a great framework of understanding those experiences. It is a mustread for leaders who want to drive great customer experiences within their own organizations.”

— Steve Albee, Senior Vice President, Union Bank
“Where does your brand begin and end? Where does your marketing stop and delivering online start? With cloud computing, online purchases, SAAS use, and live support in social forums, can you even define where your product experience begins and ends? These days you cannot and should not even try. Successful companies have prospered in response to these mega trends by taking the holistic approach described in The Customer Experience Revolution by Jeffrey Bean and Sean Van Tyne. This book is a must-read for anyone in the product delivery value chain. I fully recommend it.”

— Daniel Rosenberg, SVP Product UX, SAP

“This is the best business book in years! Bean and Van Tyne do a brilliant job of analyzing what winners do to create a world-class customer experience. They spell out the winning steps so you can implement them in your business. If you want to increase sales and customer satisfaction and, at the same time, cut your costs, follow the advice in this book.”

— Joely Gardner, Ph.D., Instructor, User Experience and Usability Certificate program, California State University Fullerton, and Founder, Human Factors Research

“Van Tyne and Bean explore case studies of some of today’s most successful companies. As they look at their business, marketing and product design, it becomes clear that the secret to success it to put the entire organization behind creating an excellent customer experience at every point. The book is full of both cautionary tales and inspirational stories.”

— Whitney Quesenbery, author of Storytelling for User Experience and Global UX

“The Customer Experience Revolution is a timely addition to any business reading list. This book provides insights to understand these changes and what companies of all sizes can due to embrace a successful customer experience strategy.”

— Sharon Carmichael, Manager, User Experience, Sony Direct, Sony Electronics

“The Customer Experience Revolution is a current and relevant book highlighting the key role customer experience should play in your company’s business strategy. Extremely well-written in everyday language that we can all understand, Sean Van Tyne and Jeofrey Bean have thoughtfully made a case for the changing field of customer experience. Interspersed with high-profile case studies, along with practical advice, this book takes the reader from the beginnings of several start-up companies to their incredible success, and some to their very recent and untimely demise. This book is a must read for the strategists in your company. If you don’t think that your customer’s experience with your company’s processes, people, organization, and your brand are overwhelmingly crucial, think again. If you want to make your mark as a leader, engage your customers and act on the advice provided in this book.”

— Carol Buehrens, Chief User Experience Architect/Customer Experience Principal, ICW Group
“Across industries we’re approaching the ‘Vortex,’ a feature horizon whereby winning customers and growing business is no longer a function of new features but something else entirely. Filled with accessible and thought-provoking examples, The Customer Experience Revolution demonstrates how organizations both large and small must engage with their customers to prevent commoditization and sustain a healthy bottom line.”

— Darryl Kuhn, Chief Technology Officer, Skinit

“Creating an exceptional customer experience is critical to the long term success of business today. The Customer Experience Revolution contains a treasure trove of vignettes highlighting companies that really understand what it takes to improve customer relationships via a stellar experience. Gems and nuggets abound for the savvy business that wants to focus on their customers.”

— Becky Carroll, Author of The Hidden Power of Your Customers, and President and Founder, Petra Consulting Group

“Every executive in most corporations will tell you how important it is to deliver the best customer experience. However, there are very few companies that do it in a repeatable way. Most struggle trying to make it part of their company’s culture. In The Customer Experience Revolution, Bean and Van Tyne have woven together the essential concepts with real-world examples of what it means to deliver awesome user experiences. In a very approachable way, this work will prove invaluable to people who want to make user experience an integral part of their business and their products.”

— Ivan Crespo, R&D Software Engineering Manager, Kodak

As a reluctant shopper and a dedicated observer of human behavior I have long had an interest in how people interact with each other in commercial settings. With that interest in mind I founded a customer relations training company in 1996. When I read Jeofrey Bean and Sean Van Tyne’s book on the customer experience revolution, however, I felt I had struck gold! Finally someone has written a book that provides an accurate and precise description of the complex nature of effective interpersonal interactions in any business setting.

— Rose van Es, Ph.D., Customer Relations Training Institute, Windsor, Ontario, Canada

“The Customer Experience Revolution is a must read for any in business that depend on clients for their success. The material is easy to absorb and to put into action with immediate results.”

— Ron Ahlensdorf Jr., National Sales Vice President, Pro Teck Valuation Service
5.0 out of 5 stars Quick. Entertaining. Informative., January 23, 2013

By Shraddha Swaroop - See all my reviews

Amazon Verified Purchase (What’s this?)

This review is from: The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)

As a newbie into the world of User Experience who has a limited ROI/business background, I found this book a wonderful introduction into the world of Customer Experience.

I highly recommend this book.

Jeofrey Bean and Sean Van Tyne's The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever is an ideal read: concise, stocked full of real-world examples of businesses that have turned the tide in favor of the customer and so interesting in the way that it is written. I read this book over one weekend and found it very informative in its case studies of Starbucks, Apple, DoFors, Netflix, BMW Mini-Cooper and many more.

The key to each of these companies success is listening to the customer, finding out what the customer wants, and figuring out a way to fulfill the need. This book also explains that emotions that a customer has upon using their product or service is key. This book explains that understanding those emotions, identifying with the customer and these emotions will nurture and develop a relationship with the customer that will cause this customer base to evangelize the product. Such as the case with many Apple, MiniCooper and Starbucks customers that I have come across in my daily life.

I read this book months ago and it still has a prominent place in my personal User Experience & Customer Experience library.

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Was this review helpful to you? Yes No
5.0 out of 5 stars Helps Connect the Dots as to why CX is important, October 26, 2012

By Susan Thompson (Orange, CA United States) - See all my reviews (REAL NAME)

This review is from: The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)

I found The Customer Experience Revolution satisfying and insightful.

I came across Austrian Economics about 35 years ago, then Deming, the Toyota Production System, and Lean.

Lean seemed to me to be the "business application" (as it were) of Austrian Economics, as exemplified by Ludwig von Mises' Human Action: "The direction of all economic affairs is in the market society a task of the entrepreneurs. Theirs is the control of production. They are at the helm and steer the ship. A superficial observer would believe that they are supreme. But they are not. They are bound to obey unconditionally the captain's orders. The captain is the consumer. Neither the entrepreneurs nor the farmers nor the capitalists determine what has to be produced. The consumers do that. If a businessman does not strictly obey the orders of the public as they are conveyed to him by the structure of market prices, he suffers losses, he goes bankrupt, and is thus removed from his eminent position at the helm. Other men who did better in satisfying the demand of the consumers replace him."

When I first heard about user experience and later customer experience, I was on the lookout for real-world examples (and found them in Customer Experience Revolution).

I highly recommend this book!

5.0 out of 5 stars Everyone who has customers needs this book!, August 9, 2012

By YLee - See all my reviews

This review is from: The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)

Regardless of your industry, this quick-read shows you how your customers may see your company while offering real-life examples of success and failures from companies who walked the hard path first. Each story is easy
to understand and demonstrates points that offer alternative ways for viewing customer interaction to increase business.

5.0 out of 5 stars **Real world examples with great lessons**, July 31, 2012
By **corey** - See all my reviews

*This review is from: The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)*

The Customer Experience Revolution covers some of the most prominent companies in the market that delivery consistent customer experiences and the ups and downs of their journey. The book provides behind the scenes details obtained from interviews with the major players and presents the information in a non-biased voice. It was a great read and I highly recommend it for anyone focusing on Customer Experience in their organization.

4.0 out of 5 stars **The Customer Experience**, July 10, 2012
By **Jim Estill** (New York) - See all my reviews

*This review is from: The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)*

Written by guest writer Nabil Khan

All recent great successes during and after the 2008 economic collapse has had one common strength and one key to their rise to their top: strong customer experience. Customer experience is the "sum of all interactions a person has with a company". Without strong customer experience a company cannot become a leader in its industry and the market. A company needs to have a strong client base in order to produce enough profit to lead its own industry, and this is done through customer experience and great leadership. Bean and Van Tyne emphasize the importance of customer experience and how a good customer experience can help guide a company and enable them to become leaders in their own specific industries.

As the book progresses, after explaining the certain intricacies and definitions involved with customer experience, the authors proceed to use several examples of well-known companies in order to further elucidate their views on customer experience. In the first half of the book, their focus is on
Apple, and how Steve Jobs through innovative thinking and customer-first prioritization led Apple to the top of the technology and entertainment market. Other companies that were paragons of customer experience were Netflix, Amazon, Starbucks, and LPL Financial. Each of the companies mentioned in the book have had a myriad of highs and lows in their respective markets. Bean and Tyne, after discussing the brief history of the ups and downs, force the reader to recognize the turning point in the company's history that forever changed its history. This turning point with every company had customer experience being the commonality between all these companies.

Bean and Tyne mention a certain concept that they reinforce throughout the book and use in order to help the reader understand there through process. "Do-Fors" are what certain products and services "will actually do for the customers that they highly value" and why should they care? If a company can succinctly answer these questions and then intelligently incorporate their goals into the products and services, the company's long-term reputation and thus profit and client base will rise. Another concept that the book seems to give importance to is that the goals of the customer experience must be aligned with the priorities and goals of the CEO of the company. In the example companies such as Apple and Amazon, Steve Jobs and Jeff Bezos, the company's leaders, were die-hard advocates of customer experience. Steve Jobs would undoubtedly delay a product's launch date so as to make sure that the product is customer ready and Jeff Bezos' view of money well spent as spending money as "building customer loyalty" instead of adding that money to the bottom line, both show how if customer experience is to be an integral part of your company it must start with the CEO and then be instilled into the various departments of the company.

I recommend this book for anyone who wants to understand how to separate a company with a great idea, to a company that makes millions off of a great idea. The clear analysis of customer experience unequivocally illustrates the importance the customers' sentiments hold on a company's outlook in their industry.

5.0 out of 5 stars great read on customer or user experience, July 5, 2012

By speedy619 - See all my reviews

This review is from: The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)
The authors have done a great job in bringing out straightforward stories and examples on how individuals and companies can make a difference in their approach with the customer. What I really like about this write up is that anyone should be able to grasp the key lessons they are pointing out. It is so common to see staff at large and small organizations lose sight of the value to customers in their search of the bottom line. They highlight very key message in the chapters with one or several tactical examples of how to execute. Everyone from engineering focus to operations to business marketing should read and learn from this!

5.0 out of 5 stars **The Customer Experience Revolution**, June 21, 2012
By **M. Melendrez** - [See all my reviews](#)

This review is from: **The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)**

This book is a wake-up call for business! Authors Jeofrey Bean and Sean Van Tyne have outlined the steps of how a company can become a Customer Experience leader and literally take over or create a market. The real and insightful business stories demonstrate the competitive advantage of a whole company's commitment to Customer Experience and how this commitment pays off. Take the wake-up call in The Customer Experience Revolution and make CX part of the DNA of your business.

5.0 out of 5 stars **4 reasons NOT to buy this book**, June 18, 2012
By **Joely Gardner** - [See all my reviews](#)

This review is from: **The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)**

4 reasons NOT to buy this book

1. Don't buy this book if you think the value of a business book is directly correlated with its length. This book is a gem. Its 129 pages are packed full of practical advice from leaders in the field from companies like Apple, Amazon, and Starbucks. The authors have also included examples from small and growing businesses. No matter what size your business is now you will find valuable insights that will make a difference in how quickly you can grow.
2. Don't buy this book if you believe that a valuable business book must, by definition, be pompous and boring (like the college textbooks we were all
forced to read). "The Customer Experience Revolution" is actually fun to read.

3. Don't buy this book if you want lots of charts and graphs that require a magnifying glass and a masters in analytics to understand. You will find the charts and graphs in this book much too easy to read and totally to the point.

4. Don't buy this book if you accept that you should have to read and re-read entire chapters to fully understand and appreciate the points being made. This book is well-written and engaging. It even has callouts in the margins (highlighted with double lines) that succinctly summarize major points.

Definitely buy this book if you want what I think is the best business book in years. The authors do a brilliant job of analyzing what winners do to create a world-class customer experience. They spell out the winning steps so you can implement them in your own business. If you want to increase sales and customer satisfaction and, at the same time, cut costs, follow the advice in this book.

5.0 out of 5 stars **Spot On!**, June 7, 2012

By **Dr. Rose** - [See all my reviews](#)

*This review is from: The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)*

I consider myself a reluctant shopper and a dedicated observer of how people interact with each other in commercial settings. With that interest in mind I founded a customer relations training company in 1996.

When I read Jeofrey Bean and Sean Van Tyne's book on the customer experience revolution, however, I felt I had struck gold! Finally someone has written a book that provides an accurate and precise description of the complex nature of effective interpersonal interactions in any business setting.

5.0 out of 5 stars **Concise. Readable. Illuminating.**, May 10, 2012

By **Mark Whatley** - [See all my reviews](#)

*This review is from: The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)*

Sean Van Tyne and Jeofrey Bean take a unique look at what activities have
delivered outperformance for various customer centric businesses over the last decade. They also explore the missteps and the associated turnaround story of brands like Starbucks - that case study really helped illustrate the impact of a CX DRIVEN approach.

I find myself often quoting the book in various conversations and I enjoy how the overarching themes can be applied successfully to nearly all-operating businesses, regardless of size or industry. One particular element that I remain keen on exploring further is how CX relates to the underlying financial success of public companies. In a vacuum, it occurs to me that if you were able to keep your finger on the pulse of a company with respect to CX, then that data point could be used as a forward looking financial indicator, and ultimately express itself through an appreciation or depreciation in stock price.

5.0 out of 5 stars **Must Read**, April 30, 2012

By **chickballer20** - See all my reviews

*This review is from: The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)*

The Customer Experience Revolution is a must read for any in business that depends on clients for their success. The material is easy to absorb and to put into action with immediate results.

5.0 out of 5 stars **'On wings of song...'**, February 13, 2012

By **Grady Harp** (Los Angeles, CA United States) - See all my reviews

*This review is from: The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)*

FINALLY a book has been written that takes a very solid look at the marketplace and why some business fail and other succeed beyond expectations. As authors Jeofrey Bean and Sean Van Tyne have researched so carefully and bring us sound examples of their precise, customer service and satisfaction are at the top of the list when it comes to understanding why the popular companies are doing so well while other start up companies are directing their attention solely to product and paying little attention to service.
They quote such luminaries as Jeff Bezos - 'The reason I'm so obsessed with these drivers of the customer experience is that I believe that the success we have had over the past twelve years has been driven exclusively by that customer experience.' And that, from the CEO of Amazon!

The book could be a brief run through were it not for the fascinating histories it explores companies that have made it big because of their attention to the customer and that are included here are Starbucks (Surprise!). Apple, Do Fors, Netflix, BMW Mini-Cooper, Betty Crocker!, and many more.

The key to their success is listening to the customer, finding out what the customer wants, supplying that need and rewarding the customer for their patronage - both in the short term with 'treats' and the log term with value-added incentives. It is about understanding emotions, identifying with the person (not 'consumer' by name) who will seek to use the product, and in short, being the kind of friend and neighbor whom we, the buying public, trust and respect and emulate.

The first thought that comes to mind after and during reading this book is 'It's about time', but Bean and Van Tyne have done such solid investigation that the techniques that keep us loyal patrons are as eye-opening to us as they are to the companies who have adopted them. This is a feel good book and a major contribution to today's marketing and PR platform. Grady Harp, February 12

3.0 out of 5 stars Great real world examples, February 7, 2012

By
AR - See all my reviews

This review is from: The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)

This is a good read with wonderful examples from real world companies that truly make it their number one priority to provide a product or service completely founded on great customer experience. The book however does not provide a complete understanding to the fundamental principles and functions of user experience and usability, which i had hoped for since this was a required book to read for a class titled "Introduction to User experience and Usability". I'm also reading another book which has a more complete overview for an intro to UX and usability, and that is "A Project Guide to UX Design: For user experience designers in the field or in the making".
5.0 out of 5 stars **Excellent**, February 6, 2012

By **L.Bruno** - [See all my reviews]

This review is from: *The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)*

This book is both concise and highly readable, the ideal source to provide to a superior when trying to sell the powers that be in your organization with the need for a concerted effort to focus more on customer satisfaction than merely counting numbers and cutting prices.

This book is the perfect "Why to" book. I am hoping the authors will follow-up with a second book to provide the newly converted with a similar guide to assist in the "How to" aspects of implementing and maintaining a company program for customer satisfaction.

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5.0 out of 5 stars **Great Read!!!**, February 2, 2012

By **Debra Weinberger** (New York, New York United States) - [See all my reviews]

This review is from: *The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)*

This book is an easy, fun and insightful read. Jeofrey Bean and Sean Van Tyne offer exceptionally well-written and current accounts of how both small and large companies consciously implement strategic initiatives that drive the customer experience - a framework that is critical to long term engagement and success. Examples to live by! I am recommending this book to anyone who is thinking about and is focused on delivering real value to their customers.

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5.0 out of 5 stars **An Excellent Book and a Fun Read**, January 22, 2012

By **David Trissel** (San Diego, CA USA) - [See all my reviews]

This review is from: *The Customer Experience Revolution: How Companies Like*
Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)

This book links together those great companies that we all know and love with a common thread - a laser-like focus on the customer experience. Jeof Bean and Sean Van Tyne have compiled and clearly articulated the stories of companies that have flourished by delighting their customers from the very moment of first contact. The authors take their extensive knowledge of User Experience to the next logical evolutionary step, which is the complete Customer Experience.

When you finish this book, you too will be convinced that there is a Customer Experience Revolution underway and companies that will thrive in the future have received the message loud and clear.

I thoroughly enjoyed reading this book. Their storyteller style of writing is fun and engaging. I read it in two sittings; I read half and threw it in my bag for a business trip, then finished the book on the flight across the country. It had such an impact, I even referenced the book in the Lean training class I was teaching the next day, and I plan to incorporate this new learning into my course.

I highly recommend this book for anyone in business that is in any way involved in designing, defining, crafting, or providing the customer experience.

5.0 out of 5 stars Insightful Must-Read Book for Business Owners, January 17, 2012

By Laura Candler (Fayetteville, NC USA) - See all my reviews (REAL NAME)

This review is from: The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)

I've always been fascinated with the success of businesses like Starbucks, Apple, Netflix, and Amazon.com, so I thoroughly enjoyed reading the stories about how these and other companies came to dominate their industries. The common link in all these businesses is their customer experience, and Jeofrey Bean and Sean Van Tyne do an excellent job of breaking down and explaining exactly what that term means.

We do business with these companies because they are a delight to work with and obviously listen to their customers. They anticipate their customers' needs and stay one step ahead in meeting those needs. I'm a small business
owner myself, and even though I don't aspire to grow my business to be the next Starbucks, I found a lot of value in looking at how the "big dogs" operate.

What's interesting about this book is that over the last few years I had begun to notice a big change in the way I interacted with businesses as a customer, especially in dealing with their customer service departments. It used to be the norm that you would have to listen to 10 automated messages to talk to a real person, and when you did get that real person on the line, they were grumpy or put you on hold right away. That seldom happens anymore because the most successful businesses listened to the customers and made the process a pleasure instead of a chore.

They realized that if we are calling in, we're already upset with something regarding their business and we don't need to run into a wall of frustration in trying to find a solution. There's usually an option to talk to someone fairly quickly in the process, and that person is almost always extremely pleasant and friendly.

I attributed it to the fact that Facebook and other social networks people now give customers a voice, but this book showed me that it goes far beyond that simple fact. What's happening is that some companies are listening to those voices and responding to them, and those are the companies that will continue to grow. I highly recommend this book for business owners and anyone who works at a management level in a company.

If you haven't recognized the importance of the customer experience in the growth of your business, this will be a real eye-opener. The book is an easy and enjoyable read with practical strategies for optimizing your own customers' experiences. Read it and take part in the customer experience revolution!

5.0 out of 5 stars A Great Book, January 5, 2012
By David - See all my reviews

This review is from: The Customer Experience Revolution: How Companies Like Apple, Amazon, and Starbucks Have Changed Business Forever (Paperback)
This book provides a clear and concise argument for the need for businesses to be customer-centered. While this customer experience (CX) orientation may seem commonsensical in its simplicity, the authors use compelling case studies to show that the top CX-focused companies are engaged with their
customers in innovative and comprehensive ways. Readers with CX backgrounds and those without would definitely benefit from reading this book.

San Diego Local Authors Award, Display and Online Exhibit for the book The Customer Experience Revolution

San Diego, Ca Feb 1, 2013 At a special exhibition preview, authors Jeofrey Bean and Sean Van Tyne received a San Diego Local Authors Recognition Award on February 1, 2013 from The San Diego Public Library for their business leadership book The Customer Experience Revolution - How Companies like Apple, Amazon, and Starbucks Have Changed Business Forever, published by Brigantine Media.

The Customer Experience Revolution will be displayed with many other notable titles in The San Diego Public Library (Central Library) for the month of February and for all of 2013 online at the San Diego Public Library Local Author Exhibit.

San Diego Local Authors Award, Central Library Display and The Online Local Author Exhibit highlight the intellectual and creative accomplishments of writers in the San Diego region. In its 47th year, the aim of the Exhibit is to bring exposure to local talent and nurture the pursuit of the writing arts in San Diego.

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Jeofrey Bean Sean Van Tyne