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*Jackie Golden*

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**Jackie Golden : Effective Customer Success Execution: A Customer Centric Approach to Creating a Customer for Life** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Effective Customer Success Execution: A Customer Centric Approach to Creating a Customer for Life:

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Customer experience, or CX, has become a hot topic in the past decade. This guide will show you how to build a world-class customer experience model that delivers a results-driven approach that ensures a consistent, repeatable, and quality customer experience for your clients over the long term. As an executive with 30 years' corporate experience and 20 years in high tech, Jackie Golden has helped dozens of companies develop a successful customer experience model. This book builds on those results to share proven strategies that work. This model has been developed over the last 20 years from my experience building a customer experience approach in the high tech industry for companies like Hyperion, Cognos, Ascential, IBM, and Workfront (formerly AtTask). She has optimized the model over time by targeting works in order to build the best results-driven customer experience model. In short, the most successful customer experience model generates an increase in sales and long-term customer fans in a profitable way.

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