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# **Customer Analytics**

FOR

# **DUMMIES®**

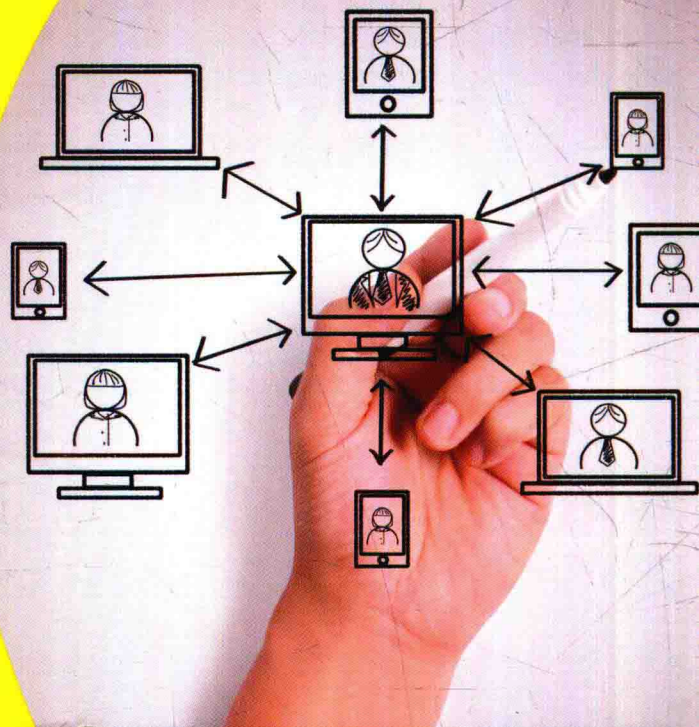
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## **Learn to:**

- Manage the total customer experience
- Collect, measure, and interpret customer data
- Use data to build strong customer relationships
- Transition to a data-driven customer experience

**Jeff Sauro**

*Six-Sigma trained statistical analyst  
and customer experience expert*



# *Customer Analytics*

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**DUMMIES**<sup>®</sup>  
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**by Jeff Sauro**

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**DUMMIES**<sup>®</sup>  
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## Customer Analytics For Dummies®

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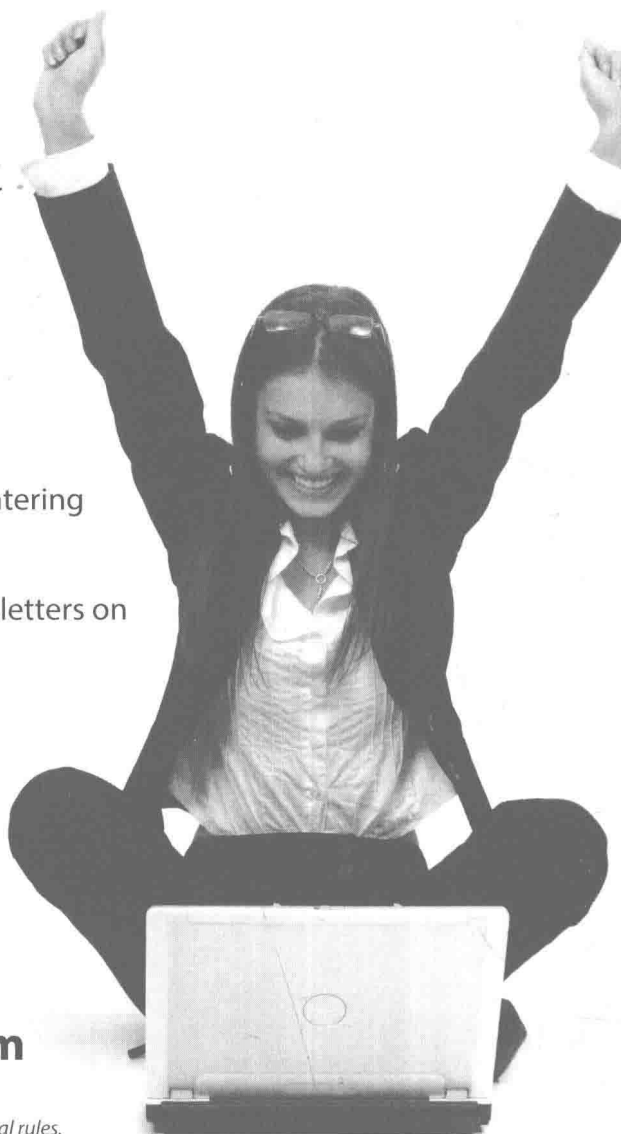
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# Introduction

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**W**elcome to *Customer Analytics For Dummies*. This is a book about using data to make better decisions about — and for — your customers. With this book, you find out valuable ways of quantifying your customers' journey, before, during, and after a product or service experience. You discover methods and metrics to improve a customer's experience with a product, service, and brand.

## About This Book

You might already be familiar with some form of customer analytics through product development, marketing, sales, and customer services. But the heart of customer analytics is staying focused on the customer, which might be a new concept for you.

In *Customer Analytics For Dummies*, I discuss the finer points of customer analytics. Customer analytics involves gathering data about your customers at various stages of the buying experience, detecting patterns from that data, predicting actions your customers will take, and then making decisions about how to improve your business to attract more customers and keep the customers you already have.

I also include real-world examples from some of the dozens of organizations I've worked with, both big and small, to collect, analyze, and help improve the customer experience. These examples, which include actual data and the methods used, show you what you can accomplish through customer analytics.

You don't need to read this book cover to cover. You can if that appeals to you, but it's set up as a useful reference guide to dip into as you need. Stumped by a certain situation? Look in the table of contents or index, find the topic you need, and then flip to the page to resolve your problem.

Whether you're new to customer analytics or an experienced market analyst, you'll find something that will help you.

## *Foolish Assumptions*

To get the most from this book, you need to be interested in using data to improve the customer experience. And I assume you are, since you are holding this book (for which your humble author thanks you, by the way!). I also assume you are comfortable with computers and working with numbers and data. And although it isn't necessary and I don't assume you have it, it would be helpful if you had access to a spreadsheet program, such as Microsoft Excel (and are familiar with how it functions). You should also have access to customer data, be able to collect customer data, or at least want to collect and analyze customer data. Of course, I provide tips throughout this book to help you get started. (I'd be foolish not to, right?)

## *Icons Used in This Book*

Throughout the book, you'll see these little graphic icons to identify useful paragraphs.



The Tip icon marks tips and shortcuts that you can take to make a specific task easier.



The Remember icon marks the information that's especially important to know. To siphon off the most important information in each chapter, just skim through these icons.



The Technical Stuff icon marks information of a highly technical nature that you can safely skip over without harm.



The Warning icon tells you to watch out! It marks important information that may save you headaches. Warning: Don't skip over these warnings!

## Beyond the Book

*Customer Analytics For Dummies* includes the following goodies online for easy download:

- ✓ **Cheat Sheet:** Here you'll find the necessary methods, metrics, and sample-size tables to help you collect and analyze customer analytics.

The cheat sheet for this book is at

[www.dummies.com/cheatsheet/customeranalytics](http://www.dummies.com/cheatsheet/customeranalytics)

- ✓ **Extras:** I provide a few extra articles, step lists, and case studies at

[www.dummies.com/extras/customeranalytics](http://www.dummies.com/extras/customeranalytics)

## Where to Go from Here

Knowing your customers is a vital step in building your business. With this book, you have all the information you need to get started on that journey. If you're completely new to customer analytics, I recommend starting with Chapter 1. Otherwise, take a look at the table of contents and start with a topic that interests you.



## Part I

# Getting Started with Customer Analytics

# getting started with **Customer Analytics**

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### ***In this part . . .***

- ✓ Discover exactly what customer analytics is.
- ✓ Accurately measure with quantitative and qualitative data.
- ✓ Collect descriptive, behavioral, interaction, and attitudinal data from customers.
- ✓ Choose the right metrics, methods, and tools.
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