



# Management de l'expérience client (French Edition)

*Laurent Deslandres*

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## **Management de l'expérience client (French Edition)** Laurent Deslandres

Le marketing de l'expérience client est un concept au fond nouveau dans le corpus marketing traditionnel. Aujourd'hui, la définition d'une "Offre Relationnelle" est souvent tout aussi, sinon plus, déterminante que l'offre produit. Récemment plusieurs grands groupes ont annoncé la création d'une direction du multicanal, voire d'une direction de l'expérience client, signe d'une actualité forte du sujet dans la direction stratégique des entreprises. Ce manuel met en perspective le concept d'expérience client, le définit par rapport à ces concepts proches (offre relationnelle, relation client, parcours client, multicanal), propose des stratégies gagnantes d'expériences et identifie les leviers d'actions pour les entreprises. L'ambition de l'ouvrage est de comprendre comment la digitalisation de la société française modifie en profondeur les comportements de clients, fragilisent les marques face à la nouvelle puissance du client, et en même temps ouvre un eldorado d'opportunités d'expériences différenciantes pour le client. Ancré dans le réel, il apporte de nombreux témoignages de stratégies d'entreprise face à cette prise du pouvoir du client, sans oublier d'apporter et de définir les concepts et outils d'analyse essentiels pour aborder cette nouvelle spécialité du marketing.

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