



# **Crafting the Customer Experience For People Not Like You: How to Delight and Engage the Customers Your Competitors Don't Understand**

*Kelly McDonald*

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**Crafting the Customer Experience For People Not Like You: How to Delight and Engage the Customers Your Competitors Don't Understand** Kelly McDonald  
**Deliver a better business experience, for every kind of customer**

A "one-size fits all" approach to customer service is no longer viable. Businesses competing on service need to understand and cater to customers' racial, ethnic, religious, generational, and geographic differences in order to meet or exceed customers' service expectations. *Crafting the Customer Experience to People Not Like You* shows how companies, brands, and products struggling to differentiate themselves in a sea of sameness can foster long-term loyalty and brand preference with exceptional and customized customer service.

- A detailed guide to core customer groups including women, the five generations (matures, Boomers, Gen X, Gen Y and Gen Z), racial and ethnic segments, such as Hispanics and African-Americans, as well as those who are defined by key lifestyle and life-stage attributes
- Includes onsumer insights that will help business leaders deliver a better business experience with every customer

You cannot control the economy, the stock market or the costs of goods and labor. But you can control your organization's customer service. It's an empowering thought. Customer service is 100% in your control at all times and it's more important than ever.

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