

ROI on customer experience as simple as replacing these 'apps'

 By Johan Botha

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Some might reason I am a bit of an "appsoholic" as I just cannot help myself when new apps are released. I have little self-control and just have to experience them! So the download begins.

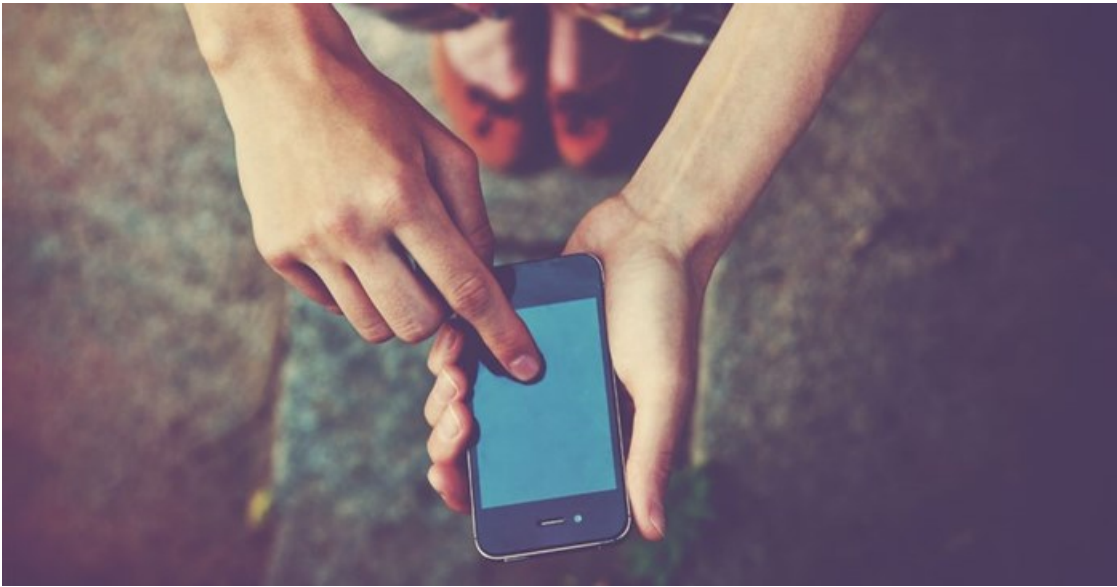
More often than not, the app is rubbish, which is why I love my iPhone even more than my applications. It is just so easy to delete and replace those little annoying icons on my screen with apps that deliver on their promise.



Why should the experience be any different for our valued customers?

Keeping our customers happy should be the highest priority in our business and the ROI from client retention and our clients' brand ambassadorship should be a no-brainer.

Join me in becoming "appsoholics" who are high on client centricity by pressing the delete button on the following aspects of our business, and let's start replacing them as a matter of some urgency:



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Hope to see you in the Customer Experience Apps Store soon!

ABOUT JOHAN BOTHA

Johan is an Anthropologist by education, but his career took him on a journey of being a passionate educator and mentor to many students in Business Studies and Visual Arts. He is a certified digital marketer and social media storyteller. He has been actively practicing as business analyst and social community manager for Brandlove for the last two years. He has a track record of delivering to tight deadlines and being highly organised.

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