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This interview is with Adrian Swinscoe, expert in the customer experience, author of Pearson-published How to Wow, 68 Effortless Ways to Make Every Customer Experience Amazing, a frequent Forbes contributor all the while running Rare Business, focused on helping companies to improve their customer service and experience. In this conversation, we look at some of the key levers of driving the customer experience, the opportunities for automatization, the role of the employee experience and how ...

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