

# Crack the Customer Experience Code



(Jossey-Bass)

Do the experiences your customers have with your brand vary dramatically?  
Do your different target customers have different needs and drivers, but you're treating them all the same?

Is your brand expanding into new segments, channels, or touchpoints?

Shopping is no longer a discrete activity done at a specific destination – it's become a collection of experiences that can either build or break your brand. Brand expert Denise Lee Yohn shows how great brands design, align, and integrate all their customer experiences into a cohesive, compelling brand experience. You will learn:

- How to use a **Brand Touchpoint Wheel** to align your organization and your brand touchpoints by putting your brand at the center of everything you do
- Case studies highlighting a **Customer Experience Architecture**, a framework for delivering the optimal brand experience across all segments and channels

“Your customer experience is your marketing.”



denise lee yohn

brand-building expert, speaker, and author

Blending a fresh perspective, twenty-five years of experience working with world-class brands including Sony and Frito-Lay, and a talent for inspiring audiences, Denise Lee Yohn is a leading authority on building and positioning exceptional brands.

praise for denise:

*“a stimulating and enriching learning experience... excellent and generous interactions”*

*“a ton of best practices that we can implement right away”*

*“hands down, the best presentation I took in the entire conference”*

*“a refreshing outlook on how to more effectively manage brands in a company”*

## at the podium:

*selected prior engagements:*

Consumer Electronics Show  
The Conference Board  
Intersil Corporation  
American Marketing Association  
High Tech Marketing Association  
DineAmerica  
Institute for International Research  
Cornell University

## published by:

*selected publications:*

American Management Association  
SmartBrief on Leadership  
Advertising Age's CMO Strategy  
BusinessWeek Business Exchange  
Nation's Restaurant News  
CMO Council's Marketing Magnified  
Forbes CMO Network  
Chain Store Age

## quoted by:

Wall Street Journal, New York Times,  
BusinessWeek, BBC, USA Today

## writer of:

**brand-as-business bites™**

voted one of Top 25 Blogs that Marketing  
Executives Actually Read

**Harvard Business Review Blog** contributor

**brand new perspectives**

QSR Magazine monthly column

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