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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

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How To Wow - Driving An Amazing Customer Experience with ...

This month we review the excellent How
to Wow: 68 Effortless Ways to Make
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Adrian Swinscoe. Adrian is an ex-teacher, economist and manager with experience in organizations such as Shell, the FT and the Economist.

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Adam and Jeannie interview bestselling author and Forbes columnist Adrian Swinscoe and discuss highlights from his latest book, How to Wow: 68 Effortless Ways to Make Every Customer Experience Amazing.

154: Adrian Swinscoe, How to Wow

It was the third interaction on a

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customer service call to his cable company that sent Don Schuerman (pictured, right) over the top. Schuerman, chief technology officer of Pegasystems Inc., needed

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