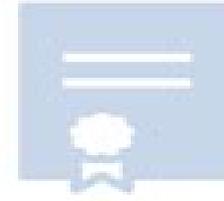


DEVELOPING A SOLID CUSTOMER SUCCESS STORY



SIGNS THE STORY WILL BE GOOD THE COMPANY

- ▶ **Has a Chief Customer Officer**
59.2% of successful companies have CCOs
- ▶ **Uses multiple customer interaction channels**
Successful companies use more than 2x the number of channels vs. all others
- ▶ **Integrates channels with omnichannel**
50% of successful companies use omnichannel
- ▶ **Uses artificial intelligence**
60.8% of companies are using or planning to use AI; successful companies will use 2x or more AI technologies by 2021 vs. all others



HOW TO DEVELOP A GOOD STORY

RESEARCH, PLAN



SELECT SOURCES



CONDUCT
INTERVIEWS



ANALYZE & WRITE



REVIEW & REVISE

KNOW THE COMPANY

DEVELOP QUESTIONS

PLAN FOR OBJECTIONS

PLAN FOR GRAPHICS

WHO SHOULD YOU
INTERVIEW?

INSIDE AND OUTSIDE
THE COMPANY

IN WHAT ORDER?

ASK QUESTIONS
DIFFERENT WAYS

BE SKEPTICAL

GET HARD DATA

COVER LEADERSHIP,
TECHNOLOGY,
SUCCESS DATA

ANALYZE NOTES,
DATA POINTS

FILL IN GAPS

OUTLINE FIRST!

DON'T BURY
THE LEAD

REVIEW WITH PEERS,
CUSTOMER

WILL READERS CARE?

EVERYONE NEEDS
AN EDITOR

Success With C

Ian Pickup



Success With C :

Success With C : Bestsellers in 2023 The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous compelling novels captivating the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the fascinating narratives that have captivated audiences this year. The Must-Read : Colleen Hoovers "It Ends with Us" This heartfelt tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can prevail. Success With C : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These bestselling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of compelling stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a masterful and gripping novel that will keep you wondering until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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