

# Stop What You're Doing and Start Reading These 4 Books Authored by (and for) Women in CX



The world of customer experience and customer success changes faster than many of us can anticipate. New technologies and services, the burgeoning capacity of AI, and the overwhelming amount of research on customer habits— sometimes it's a bit of a scramble to stay on top of it all, even with a team of CS experts on your side.

One way to roll with the punches, rather than getting punched down, is to crack open an old-fashioned book (or turn on a new-fashioned Kindle). There are so many books out there that could really jumpstart, reorganize, or help restrategize any CS/CX department.

And so many of them are written by women.

Here at CCWomen, we're obsessed with seeing women win in the field, and out of it. These four books, all authored by women, offer the best insight and information about customer success and experience in the contemporary age.

So buckle up, make some tea, and get reading— you won't be disappointed.

## **1** **The Startup's Guide to Customer Success by Jennifer Chiang**

Jennifer Chiang is a top 50 Women in CS and an experienced director of her own customer success department.

She's also the author of this actionable, purpose-driven, and thorough guide for businesses, small and large, as they attempt to give customers what they didn't know they needed.

In her introduction to The Startup's Guide, Chiang writes, "It's no longer about 'how do I

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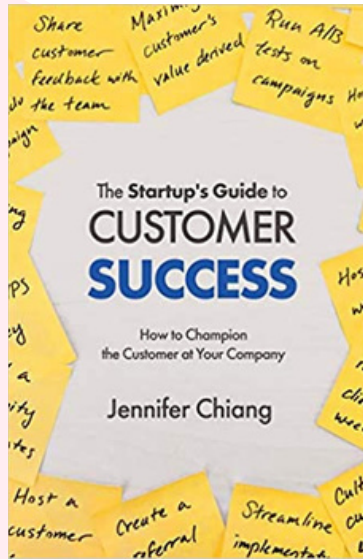
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get the customer satisfied now?’ [It’s] ‘how do I get the customer satisfied with the product, to a point where they are super excited to tell their friends about us?’” (14).

Starting with an extensive history on the evolution of customer success, Chiang goes on to lay out multiple clear-cut frameworks that CS teams can adapt and follow. These frameworks are focused on companies meshing their mission with their customer success strategy, all in order to organically meet their customer’s wants and needs.

An example of such a framework is Chiang’s User Complexity/Product Complexity matrix. Using

simple graphics and examples, Chiang explains that companies should acknowledge how the intricacies of their product, and the idiosyncrasies of their customer niche, will influence the goal of their customer success efforts. Do we want to automate, simplify, delight, or revolutionize? Why? And how do we execute effectively?

Each of Chiang’s ideas is actionable, adaptable, and thoroughly explained. She uses contemporary examples of customer success superstars, such as Amazon, to flesh out her frameworks and show how CS ideologies work in the real world. The Startup’s Guide is written in such a personable, engaging voice that you feel as if you are meeting with a peer over coffee– all the while absorbing extremely valuable information.

If you are a customer success professional in a smaller company or startup, this is THE book for you. Not only does Chiang offer extensive resources for building a CS team, she also provides examples of how CS can (and should) be integrated into other teams and departments. If you are a customer success professional in a more established company, this guide is still chock full of takeaways and wisdom that will amplify and energize your CS team.

I can’t recommend this book enough– and it pairs incredibly well with a good flavored latte.

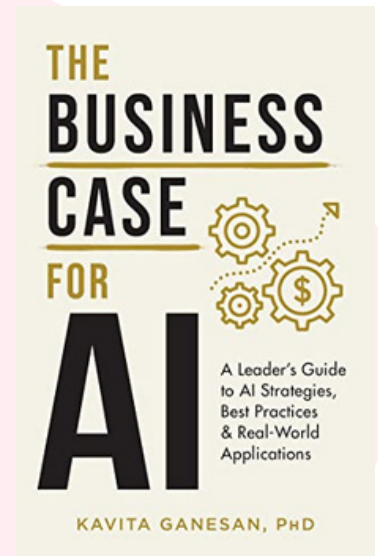
2

**The Business Case for AI: A Leader's Guide to AI Strategies, Best Practices & Real-World Applications by Kavita Ganesan**

“Stop doing AI.”

This is how Dr. Kavita Ganesan, AI expert since 2005, begins her book *The Business Case for AI*. In a refreshingly direct tone, Ganesan goes on to deliver the news that, yes, you probably need to rethink your use of AI and, no, it does not need to be this difficult or this expensive.

While AI is a necessary tool for businesses to remain competitive, many find themselves worried about the investment, and the consequences– what if I’m using AI to solve the wrong problems? Could it really take away my job, or my employees’ jobs?



Ganesan is a sharp but assuring voice in a field full of questions like these. “These worries are real,” she states before going on to describe exactly what you need to do to assuage them.

Throughout the book, Ganesan tells you where you can apply AI, how you can prepare your organization for it, how to invest in the right AI opportunities, and how to measure the success of your AI initiatives, almost making it sound easy.

The book does not go into technical language or AI-specific jargon that a CS professional might not be familiar with. Ganesan makes AI, a topic that many feel is unapproachable and a bit overwhelming, something that even the least tech-savvy person can grasp.

Ganesan makes AI sound not only less intimidating, but ultimately worthwhile for CS teams in any sector. She explains that there is an irresistible pull for customers when an experience is personalized, and the most successful companies in the world have utilized the hyper-personalization that only AI can provide.

The Business Case for AI is perfect for AI-fanatics and AI-skeptics alike. From defining AI and its various forms, to explaining exactly how companies should approach AI to see the results they want, Kavita Ganesan’s no-fluff book helps make the AI conversation a whole lot easier.

### **3** **Productize: The Ultimate Guide to Turning Professional Services into Scalable Products by Eisha Armstrong**



Eisha Armstrong has been in the B2B world for over 25 years. And while she isn’t directly involved in the world of CS/CX, she wrote Productize as a way for any professional services company to successfully scale and roll out products.

Productize highlights examples of individuals and companies who have successfully productized and scaled a service without adding costs at an equivalent rate. One such example is Empower, a brand that saw incredible revenue increases from productizing multiple services, such as an SaaS media planning tool for small companies. Armstrong uses these examples to show how major profits can come from productization, or developing a service into a tangible product. She also uses these examples to highlight some of the major pitfalls professional services companies may face when rolling out and attempting to scale their product.

What I love about Productize is the abundance of maps and frameworks. Armstrong maps out both the steps of productization and the “Seven Deadly Productization Mistakes” that cost businesses profit and viability. Even for someone just getting started in the B2B world, these frameworks and maps are a tangible and easily followable tool for businesses looking to roll out some service products.

Armstrong also goes beyond just the technical components of scalability and productization to talk about culture. In order for a company to begin the process of productizing and, eventually, turning a major profit, the company must have a culture that is ready for change and innovation.

With case studies and frameworks galore, Productize is a helpful tool for companies looking to productize, scale, and market products to end-users in the CX world and beyond.

4

## **What Your Customer Wants and Can't Tell You: Unlocking Consumer Decisions with the Science of Behavioral Economics (Marketing Research) by Melina Palmer**

Melina Palmer is obsessed with the brain.

She's studied it, researched it, and worked for years in behavioral economics. Her work comes from an extraordinarily niche field called neuromarketing, which measures consumers' physiology and affective responses to marketing stimuli.

And she's here to tell you not only about customers, but about their brains.

This might sound a bit creepy, but she explains, in lay terms, that the key to delighting your customer is acknowledging not the science of behavioral economics and neuromarketing, but the art of it.

There are so many factors and variables that go into pleasing a customer, so an equation cannot always solve for easing their pain points. Sometimes, it takes some creativity.

Palmer's *What Your Customer Wants and Can't Tell You* is a knockout guide to understanding the complexity of the user, and the art of responding to that complexity with your product— and, more importantly, with your brand.

She uses research, quotes, and examples from brands we all recognize to explain how humans have innate, physiological responses to branding— while business is business, a brand is an aura.

The most spectacular part of this book is how Palmer jumps between the molecule and the application. She spends one section describing, in detail, the role of dopamine in customer behavior, and the next rocketing into exacting business applications.

*What Your Customer Wants* is a treasure trove of good storytelling and incredibly actionable advice. I guarantee you that this book will well prepare you for your journey into customer delight.

And, like Melina, you might become obsessed with brains in the process.



## **About the analyst**

**Grace Gilbert (they/them)** is an award-winning writer and editor with a keen interest in event production, brand development, equity and inclusion, and creative, personalized, and accessible communications. They are the Content Creator for CCWomen, a unique community that was built by women, for women in the customer contact industry, and their creative work has been featured in over 100 small and national journals and publications. At CCWomen, Grace's goal is to empower all womxn & allies in the workplace through engaging, meaningful, and research-driven content, all toward the end of creating a more equitable stage for them to stand on.

