



The Eternal E-Customer: How Emotionally Intelligent Interfaces Can Create Long-Lasting Customer Relationship

Bryan Bergeron, Ray Kurzweil

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The Eternal E-Customer focuses on getting e-businesses to the next level of customer loyalty. In the competitive world of e-commerce, the winners know that the key to success is customer appreciation and retention. Emotionally intelligent interfaces (EII) are driven by data from previous customer interactions, explicit customer preferences, and based on customer profiles. EIIs build trust and customer loyalty by offering shoppers the intimacy and individual attention they expect from the corner store. In this groundbreaking book, Harvard professor Bryan Bergeron provides a roadmap to get readers up to speed on all crucial business and technology aspects of EIIs, and explains how to create the information infrastructure needed to support EIIs tailored to their businesses.-- Focuses on achievable results using current technology-- Includes a companion Web site with links to examples of state-of-the-art EII technologies

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