

Starting A Tech Business: A Practical Guide For Anyone Creating Or Designing Applications Or Software By Alex Cowan



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Designing and starting up a customer-experience transformation

To successfully initiate a broad improvement program, decide on a structure, select the sequence that's right for your type of company, and don't forget to recruit it in the organization, and guide frontline employees across functions (Exhibit 1). And starting small tends to be more practical for the majority of organizations,

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