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NEWS RELEASE

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CUSTOMERS ENJOY “DO-IT-YOURSELF” WHEN COMPANIES CREATE GREAT EXPERIENCES

New book shows businesses how to increase revenues, reduce costs, and improve customer satisfaction by creating experiences that enable customers to do more things themselves.

Mason, OH September 1, 2005 – Over 65 percent of Southwest Airlines’ customers book tickets themselves on southwest.com. Self checkout in over 1,000 Home Depot stores contributed to a 7.3% increase in the average customer transaction. Customer satisfaction is high in these do-it-yourself experiences because customers save time, have more control, and achieve self-made results. In *Creating Do-It-Yourself Customers: How Great Customer Experiences Build Great Companies*, veteran business consultants Peter C. Honebein and Roy F. Cammarano show anyone who serves customers, from CEOs to front-line associates, how to lead the creation of truly outstanding customer experiences.

This book justly emphasizes that for customers to perform, businesses must wrap their goods and services with performance-enhancing experiences. Customers need *vision* so they know what they are expected to do. They need *access* to tools that enable them to perform. They need *incentives* to motivate desired performances. And they need *expertise* so they can perform tasks competently. The authors call the orchestration of these four strategies a *coproduction experience*, and it forms the cornerstone for how businesses create do-it-yourself customers.

Through the ideas, examples, and stories found in this book, business owners, leaders, and employees will champion the ideals of coproduction experiences and become leaders in the do-it-yourself economy.

- Understand what causes led to Proctor & Gamble’s coproduction experience for its Pur® water-purifying powder in tsunami-ridden Southeast Asia (Chapter 4).
- Hear how Charles Schwab & Co. Inc. shaped customer goals to make do-it-yourself investing more attractive (Chapter 5).
- Examine why Al Yegeneh (the real-life ‘Soup Nazi’ from Seinfeld) designed a rigid, militaristic, experience for customers (Chapter 6).
- Learn how National Rent-A-Car enabled customers to return cars to its “secret” Tampa Airport location (Chapter 6).
- Discover what incentives drove customers of the nation’s largest banks to adopt online banking (Chapter 7)
- Explore how companies such as Hewlett-Packard and Home Depot determine when customer education should be embraced and when it should be avoided (Chapter 8).

“Peter Honebein and Roy Cammarano have presented a whole new dimension in customer service. As we move forward to become our best, and provide our best, this book is not to be missed. It is stimulating, exciting and enormously valuable!” – Ken Blanchard, Co-author Raving Fans.

"This book is a practical source of useful ideas for companies that want to unlock the tremendous potential value of their "do-it-yourself customers." -- *Mary Jo Bitner, Ph.D., PETsMART Chair in Services Leadership, W. P. Carey School of Business, Arizona State University, and author of Services Marketing.*

About the Authors

Peter C. Honebein, Ph.D., is a business consultant, experience designer, and adjunct professor at Indiana University and University of Nevada, Reno. He is author of *Strategies for Effective Customer Education* (McGraw-Hill).

Roy F. Cammarano is a business consultant and formerly a division president with Premiere Global Services (NYSE: PGI) and chief executive for several INC. 500 companies. He is also author of the best-selling *Entrepreneurial Transitions* (Griffin).

Creating Do-It-Yourself Customers: How Great Customer Experiences Build Great Companies is available in bookstores nationwide and via major online booksellers.

Marketing/Consumer Behavior

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To receive a review copy, or request an author interview, Contact Sarah Greber, 513-229-1915

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