

Brand new book and Mini MBA proves Customer Experience is key to building a sustainable business

The Power of Customer Experience

How to use customer-centricity to drive sales and profitability



Martin Newman

United Kingdom, London, May 5, 2021 ([Issuewire.com](https://www.Issuewire.com)) - Martin Newman, widely known as The Consumer Champion, has put his 38 years of experience in consumer-facing businesses into his new book; '**The Power of Customer Experience**,' and a brand new **Mini MBA in Customer Centricity** with the **Oxford College of Leadership and Management** and **Oxford College of Marketing**.

Martin has almost four decades working in consumer sectors heading up the multichannel operations of some of the world's leading brands, including **Burberry, Intersport, Pentland Brands (Speedo, Berghaus, etc.), Harrods, and Ted Baker**. He leveraged this experience to author his first book, '**100 Practical Ways to Improve Customer Experience**', which got shortlisted for the Business Book of the Year Awards 2019.

Following his career in the consumer sector, Martin founded and scaled a global ecommerce and digital consultancy **Practicology** (now called Pattern) to 100 people with offices across the UK, EU, Middle East, and Asia, and subsequently sold in 2018. Martin has since set up **The Customer First Group**, consumer-facing website **Customer Service Action**, and consumer app **ServeOmeter**. In addition to this, Martin is part of the **Retail Think Tank**, Non-Executive Chairman of **Scouts**, and advisory board member of the **Mayborn Group** and **Clearpay UK**.

'**The Power of Customer Experience**', published by **Kogan Page**, was released on the **3rd of May**. Martin wrote the highly anticipated book to show that consumer-facing businesses who are commercially successful over a long and sustained period of time do so due to them being genuinely customer-centric in all that they do. The book provides a framework that any business, no matter how big or how small, can leverage to transform to become customer-centric.

The first-ever **Mini MBA in Customer Centricity** is a practical 13- week course providing a complete 'how to' for transforming any consumer-facing organisation into a truly Customer Centric business, where traditional customer experience is just the beginning. The first cohort will run in June 2021.

The **Mini MBA in Customer Centricity** has been designed for business owners and senior management across all consumer-facing sectors who want to ensure their organisation's future success. Or anyone who wants to fast-track their career by developing the knowledge and skills to create an effective customer-centric strategy.

The **Oxford College of Marketing** is the UK's top marketing college delivering accredited marketing qualifications and practical short courses. The **Oxford College of Leadership and Management** is a leading College producing outstanding practical management, leadership, and project management courses. They are both recognised for their expertise, excellent support, and comprehensive online learning system, attracting learners worldwide.

Links www.martinnewman.co.uk/book www.martinnewman.co.uk/mba

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