The Rise of Blockchain Applications in Customer Experience

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Premier Reference Source

The Rise of Blockchain Applications in Customer Experience

CUSTOMER EXPERIENCE

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Description:

Blockchain is a groundbreaking technology that is altering supply chain management and has tremendous ramifications for many businesses. There have been several scholarly publications dedicated to investigating how distributed ledger technology will affect companies and industries. However, present research efforts lack an explanation of what blockchain technology entails for the greatest stakeholder of these organizations and industries: consumers.

The Rise of Blockchain Applications in Customer Experience provides an overview of how blockchain influences consumers and considers the key characteristics of blockchain models for institutional success. Covering key topics such as online customer experiences, customer satisfaction, and consumer behavior, this premier reference source is ideal for business owners, managers, policymakers, scholars, researchers, academicians, practitioners, instructors, and students.

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Hardcover: $250.00   **Softcover: $190.00**   **E-Book: $250.00**   **Hardcover + E-Book: $300.00**

Topics Covered:

Blockchain	Digital Customer Experiences
Consumer Behavior	Online Customer Experiences
Customer Experience	Supply Chain
Customer Order Management	Technology
Customer Satisfaction	Telecommunication

Subject: Business and Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level (Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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