



## Forrester And The Heath Brothers Announce Partnership To Create Breakaway CX With Client Firms

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**Forrester Consulting and Chip and Dan Heath are combining forces to help organizations grow loyalty and revenue by creating peak moments to improve customer experiences.**

CAMBRIDGE, Mass. and SANTA CLARA, Calif., July 17, 2017 /PRNewswire/ -- Research and advisory firm [Forrester](#) and [The Heath Brothers](#) today announced a partnership that will help organizations deliver breakaway customer experience (CX). The new service will apply best-selling authors Chip and Dan Heath's concepts and frameworks from their forthcoming book, [The Power of Moments: Why Certain Experiences Have Extraordinary Impact](#), together with Forrester's pioneering research, data, and consulting expertise in CX.

Through this exclusive partnership, Forrester and The Heath Brothers are providing training, ideation, and consulting services to client teams using the [Defining Moments methodology](#) and best practices in CX innovation. Their combined capabilities bring frameworks and tools based on social science together with proven best practices in CX and [Forrester's Customer Experience Index \(CX Index™\)](#) platform that gives firms actionable insights about the quality of their customers' experiences, competitive benchmark data, and the ability to model where to focus CX improvement efforts that have the biggest impact on loyalty and revenue.

"For most companies, 80% of resources that are spent to improve CX go to fixing pain points for dissatisfied customers – but Forrester's CX Index data reveals that companies can achieve up to nine times the revenue gains by engineering the emotional peaks, or what we call defining moments, in the experience for more loyal customers," Mack Brothers, chief consulting officer at Forrester, said. "This industry-first partnership will apply cutting-edge methods, best practices, and data insights to help business and technology leaders innovate their CX and drive revenue growth."

"We've worked with CX experts at Forrester Consulting over four pilot projects with top B2C and B2B companies, and it's been phenomenal to witness how quickly they embraced the framework and generated fresh ideas that make CX really stand out from the pack," Chip Heath, professor, Stanford Graduate School of Business, said. "We're really excited about this partnership and the opportunity to work with Forrester and their client teams to get the kinds of results we saw at Southwest and other brands we highlight in our upcoming book."

Visit [go.forrester.com/definingmoments](http://go.forrester.com/definingmoments) to learn more and sign up for updates.

### About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights are grounded in annual surveys of more than 675,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data, custom consulting, exclusive executive peer groups, and events, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations.

### About The Heath Brothers

In addition to *The Power of Moments: Why Certain Experiences Have Extraordinary Impact*, Chip and Dan Heath are co-authors of three best-selling books. *Decisive: How to Make Better Choices in Life and Work* was published in spring of 2013 and debuted at No. 1 on the Wall Street Journal bestseller list and No. 2 on the New York Times bestseller list. Their 2010 book, *Switch: How to Change Things When Change Is Hard*, hit No. 1 on both bestseller lists. Their first book, *Made to Stick: Why Some Ideas Survive and Others Die*, spent two years on the Business Week bestseller list.

Chip Heath is a professor at Stanford Graduate School of Business, teaching courses on business strategy and organizations. Chip has consulted with clients ranging from Google and Gap to The Nature Conservancy and the American Heart Association. Dan Heath is a senior fellow at Duke University's CASE center, which supports social entrepreneurs. At CASE, he founded the [Change Academy](#), a program designed to boost the impact of social sector leaders. Previously, Dan worked as a researcher and case writer for Harvard Business School. In 1997, he cofounded a publishing company called [Thinkwell](#). Dan has an MBA from Harvard Business School and a B.A. from the University of Texas at Austin.

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