

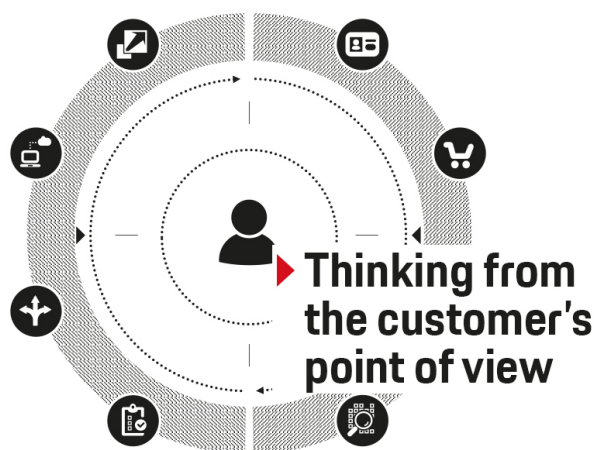
Customer Centricity mindset

Customer service is imperative to compete effectively in today's fast changing market place. Before people chose which companies they did business with based on price, or the product or service offered, but now the **overall experience** is often the game changer. Great customer support drives an **amazing customer experience**, especially when your support team, moves beyond just reacting to problems but instead moves toward anticipating customers' problems. It is often said that it is cheaper to keep existing customers than to find new ones. Since customer service is a key deliverable, it's time for businesses to stop thinking of support as a cost center, and start recognizing customer service for what it is: an opportunity waiting to happen.

Customer Centricity is the genuine want and the ability of people in an organization to understand the customers' situations, perceptions, and expectations. Customer centricity insists that the customer is the focal point of all decisions related to delivering products, services and experiences to create customer satisfaction, loyalty and advocacy.

What does customer centricity mean?

Customer centricity definition – It is the strategy processes and procedures deployed in empowering employees to function, putting the customer at the forefront of every decision they make while developing a product or service. It is about understanding your customers at a holistic level,



Service Excellence mindset

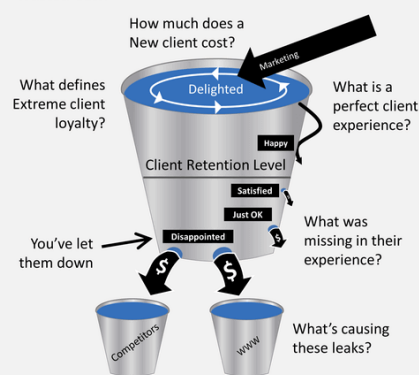
Customer service excellence is delivering a consistent service that far exceeds the service norms of a particular industry. This is more to do with Benchmarking and evaluating your business against competitors and industry leaders and striving to create better experiences for the customers. Customer centricity and customer service excellence both go hand in hand and is more or less inseparable.

"As you speak to your customers today, think about what options you are offering them. How do you find out what is best for your customer? Just ask them. Don't make them go through lots of effort to get to a comfortable place – instead, really put yourself in their shoes and ask, are the options I'm giving truly the best ones for this customer?"

You are losing customers all the time !

LEAKY BUCKET

Lost Clients = Wasted Cash



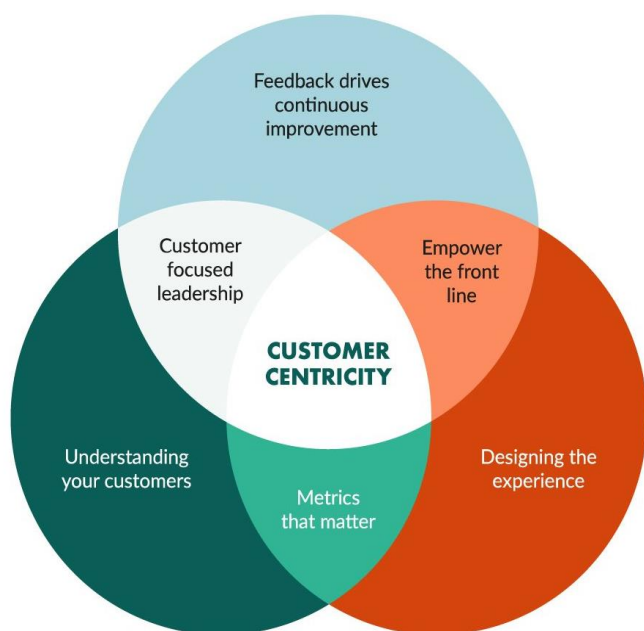
A lost client is equal to wasted cash.

You may have the best marketing and promotions going. You can have a wonderful sales team, but if you are not customer centric, you are bound to lose your clients to your competition. Being customer centric and finding out exactly what your customer wants and why they want it will create the customer loyalty that will bring your repeat business, in the form of customer retention, referrals by means of your existing happy customers' recommending your business to others and vouching on your behalf.

Quote; "Customer Centricity, is the culture of putting the customer at the centre of everything you do" – Brian Solis.

What does customer centricity mean?

- Customer centricity definition - is the act of putting the customer at the forefront of every decision you make while developing a product. It is about understanding your customers at a holistic level and looking at features to assess the true value it will bring to your customers.



A customer focused leadership should drive the customer centric culture. This leadership should be at every level, not only driven from the lower or middle management, but for the top as well.

Customer feedback is of utmost importance. Feedback should be utilized to drive continuous improvement in your organization's processes and procedures, product development, as well as delivery and after sales service.

Understanding your customers is critical. The questions "What they do?" and "Why they do it?" should be asked. Truly knowing your customer's business inside out will bring more meaning to your level of service.

Design your customer service experience involving all functions of your organization, integrating your suppliers and service providers too. Make your customers journey as rewarding and as comfortable, and as seamless as possible.

"What's Best for the customer, is best for the business." - Criss Brown -

Empower your front line to be better able to deliver your promise. Do not keep customers waiting for the good service you are about to deliver. Front line decision-making and escalating customer concerns or issues through a well-designed mechanism is essential. Practice your emergency drills and conduct regular service response training.

Have an analytics system that captures the customers' problems, concerns and most importantly suggestion. Act on the information and keep updating the system. Get further feedback and act on it!

How do you achieve customer centricity?

You may think that customer centricity is as simple as a feedback form on your website. Yet, it is not enough to simply hear customer issues and suggestions; you have to act on them. Immerse yourself in their journey and truly understand what it means to be a customer using your product.

**Listen to your customers**

- Yes, we have said this already, but it bears repeating, as it is essential if you want to embrace a customer centric culture. It is not enough to simply hear your customers, you have to listen and act on their feedback.



Make your customers part of the solution

- There is no use in assuming what your customers might be thinking or want. If you truly want to promote a customer centric culture within your business or organization, you need to involve the customer as much as possible. *Got an issue with the Website flow? Is your product not ticking the boxes it should?* Simply ask your customers what they would expect or recommend.

**Map your customer's journey**

- When migrating to a customer centric culture, you are going to hear the phrase like “walk in their shoes” often. While that may become tedious, it is important to keep that phrase in mind. By mapping a customer's journey, you can experience your product as if you were a customer rather than a developer. This will allow you to see pain points or identify missing features you may have missed during standard testing.

**Why is customer centricity so important?**

You only need to look at the likes of Trader Joe's, Sephora, and Amazon to see the benefits of a customer centric culture. Having a business model that revolves around customer centricity helps the organization to achieve a positive and personalized experience for its customers. This in turn boosts customer satisfaction, and most importantly, sales figures.

PRODUCT CENTRIC**CUSTOMER CENTRIC****VS**

Which Approach is Best for My Business?

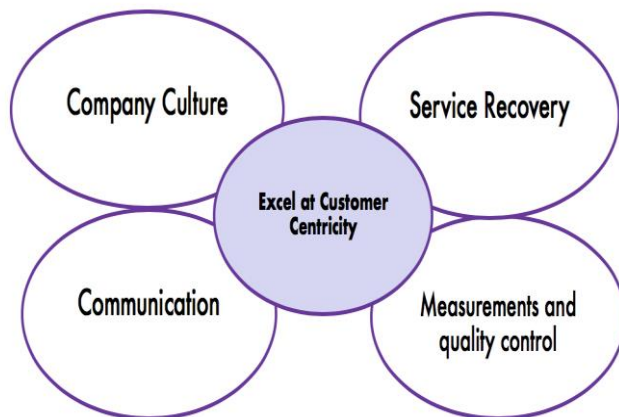
What is the difference between customer centricity and customer service?

Customer service is the act or process of assisting customers with anything and everything they need. It's a more product oriented one-way street. Customer centricity is essentially taking customer service to the next level by creating a two-way street for businesses and their customers to interact and exchange ideas with the purpose of improving products.



It is an evolution process that encompasses customer service and customer experience finally to reach customer centricity. It is the *soft side* that makes you listen to your customer and re-align your business processes and products to match your customers' requirement.

How to overcome the barriers to customer centricity.



The biggest barrier is making sure your entire organization stays focused on customer-centricity. It is not enough for just your design and development team to embrace customer feedback loops, and other customer centric actions, the whole company needs to be on the same page.

Top management has to drive it through. Commitment and regular health checks will assess how far you have come. The intangible has to translate to the future possibilities of tangibility, looking at your ROI in a customer centric culture transformation, must be done by experts. Once the value of your businesses future potential revenue has been calculated for your organization, it is much easier to rationalize your actions and plan accordingly.

Re-Cap - We measure service in different ways. Everyone's expectation of service is varied. Have measurable service standards and keep improving them.

Customer Satisfaction is defined as - The degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers, or by the number of complaints. Lesser the complaints the greater the satisfaction

- Customer service is the support you offer your customers — both before and after they buy and use your products or services — that helps them have an easy and enjoyable experience with you.
- Offering amazing customer service is important if you want to retain customers and grow your business. Today's customer service goes far beyond the traditional telephone support agent. It is available via email, web, text message, social media and customer experience centers.
- Customer centricity is the act of putting the customer at the forefront of every decision you make while developing a product. It is about understanding your customers at a holistic level and looking at features to assess the true value it will bring to your customers.

What we learnt today –

1. Understanding what customer centricity is and what it means to an organization.
2. Understand how to be more customer centric or how to develop a customer centricity mindset.
3. Understand, why is customer centricity so important.
4. Understand, what is the difference between Customer Centricity and Customer Service?
5. Understand, what are the barriers to customer centricity.

Can you answer the following questions? –

- 4.1 What does customer centricity mean?
- 4.2 How do you achieve customer centricity? -
- 4.3 Why is customer centricity so important?
- 4.4 What is the difference between customer centricity and customer service?
- 4.5 How to overcome the barriers to customer centricity

Product Centric	Customer Centric
Offer the best product	Offer the best solution
Come up with new features to integrate	Come up with new needs to fulfill
Measure success by product revenue/profitability	Measure success by customer lifetime value/retention