

Customer Centricity And-Now-What?



How to maintain momentum?

Who will push back (and why)?

The winning solution

LIVE POLL

What is the status of your Customer Centricity Initiative?

- ☐ Full of energy and thriving
- ☐ Has lost a bit of its mojo
- ☐ Urgently needs revitalization
- ☐ Dead, we don't speak about it anymore
- ☐ We don't have a customer centricity initiative
- ☐ I don't know



What has changed ...
... and what hasn't?



Customers have expectations

Satisfaction = Reality – Expectation

Satisfaction = Reality – Expectation



Customers'
expectations
keep growing



Customer
Expectations
become the
same in
B2C/B2B

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Satisfaction =
Reality – Expectation

B2B = B2C

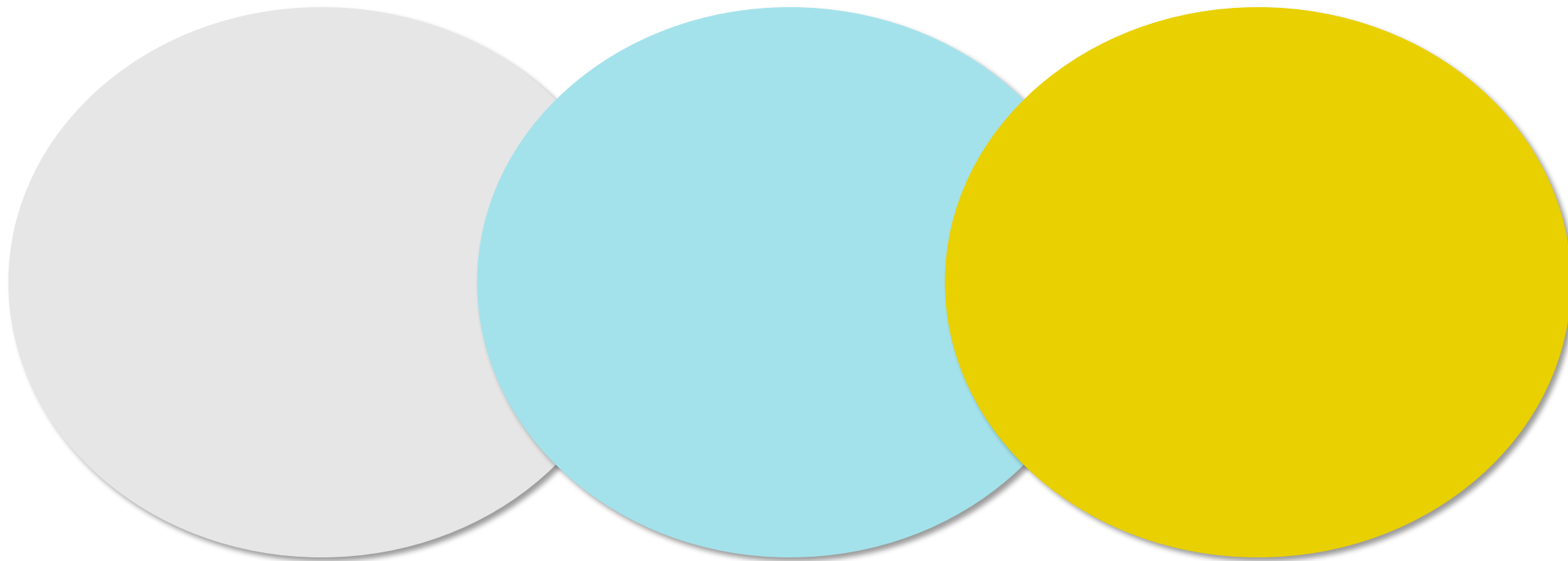
Expectations change
over time



LIVE QUESTION

Please type your answer into the questions section

What has been the best customer experience you have ever had?



Effect



International Arrivals

Effort



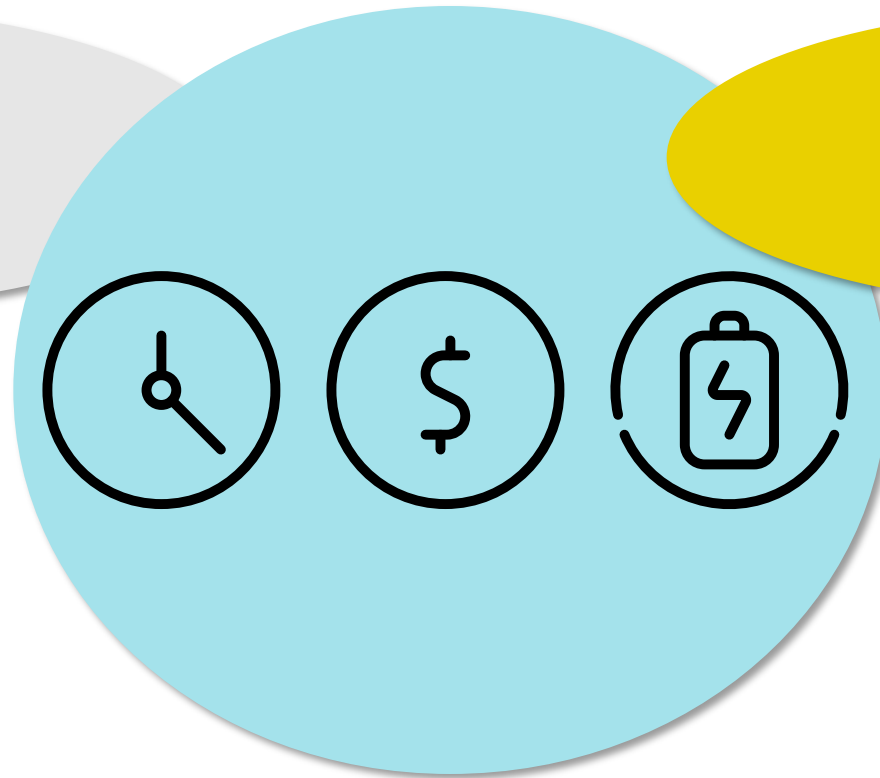
Emotion



Effect

Effort

Emotion



You better be:

- Effective
- Effortless +
- Fun

Effect



Effort



Emotion







Fiona Doubtful
Sr. Director Finance

Sam Sceptic
VP Sales

People

Too much to do
Need more headcount
I do not touch customers

Processes

The other team does that
**First, we need to
upgrade our ERP**
Our CRM cannot do that

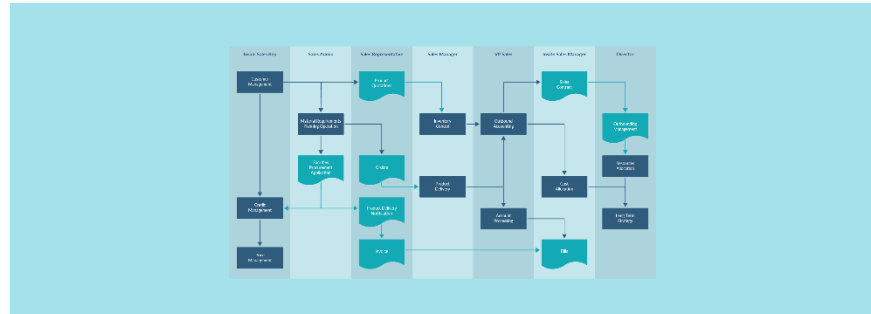
Products

Until we have the new version
**First, we need to
fix the product issues**

People



Processes



Products



Companies are
made of:

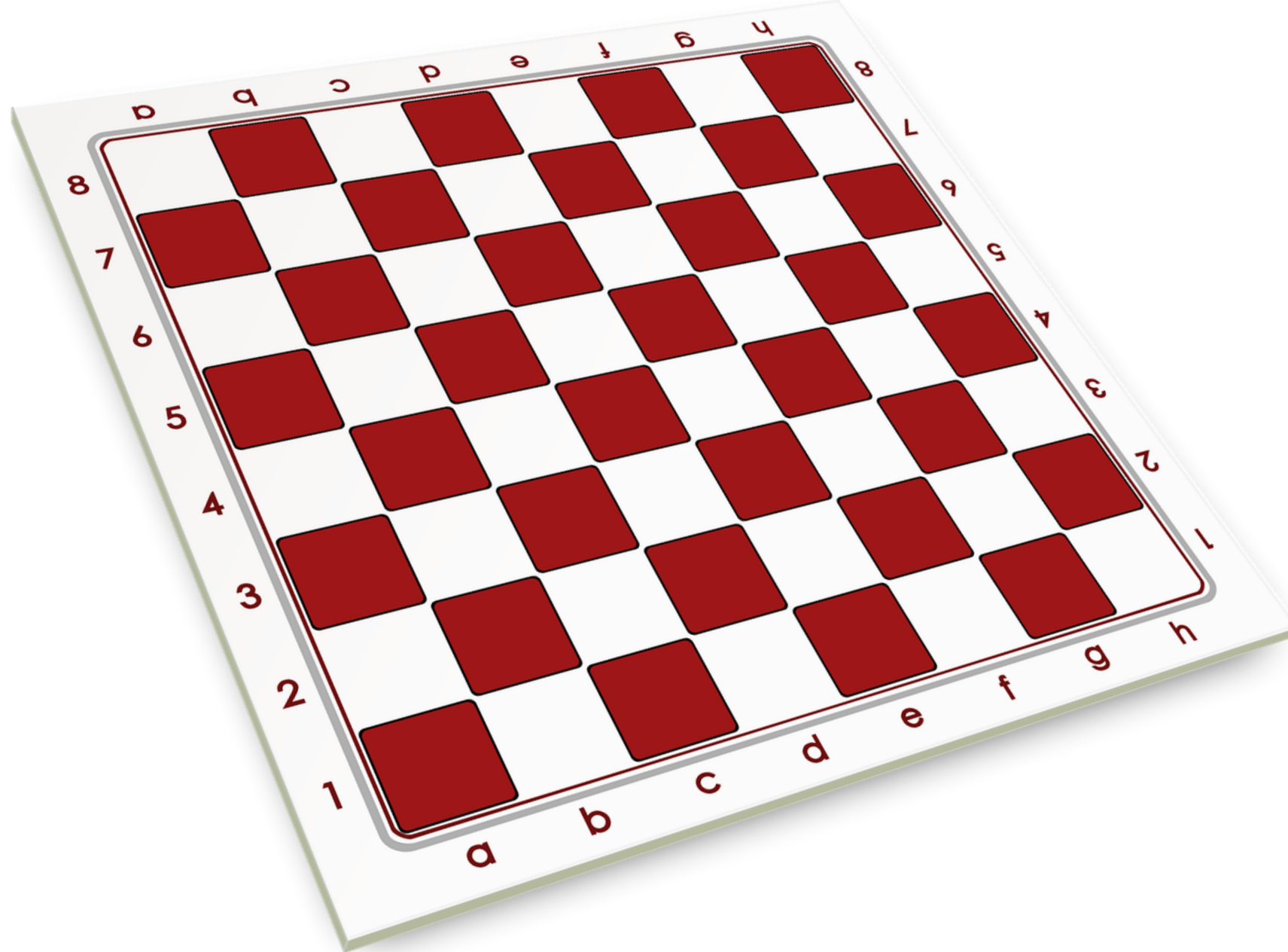
- People
- Processes
- Products

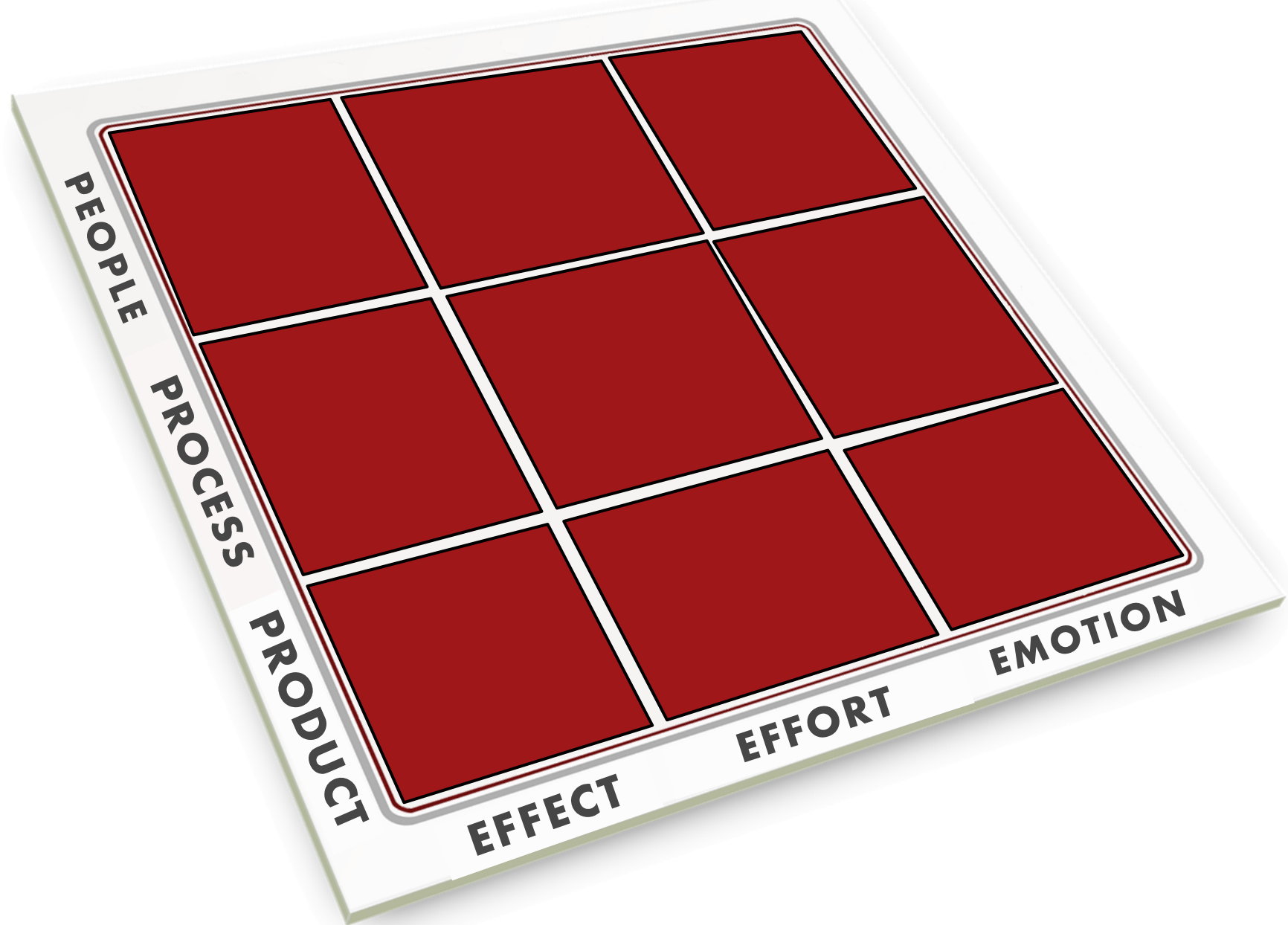


Let's get moving again!

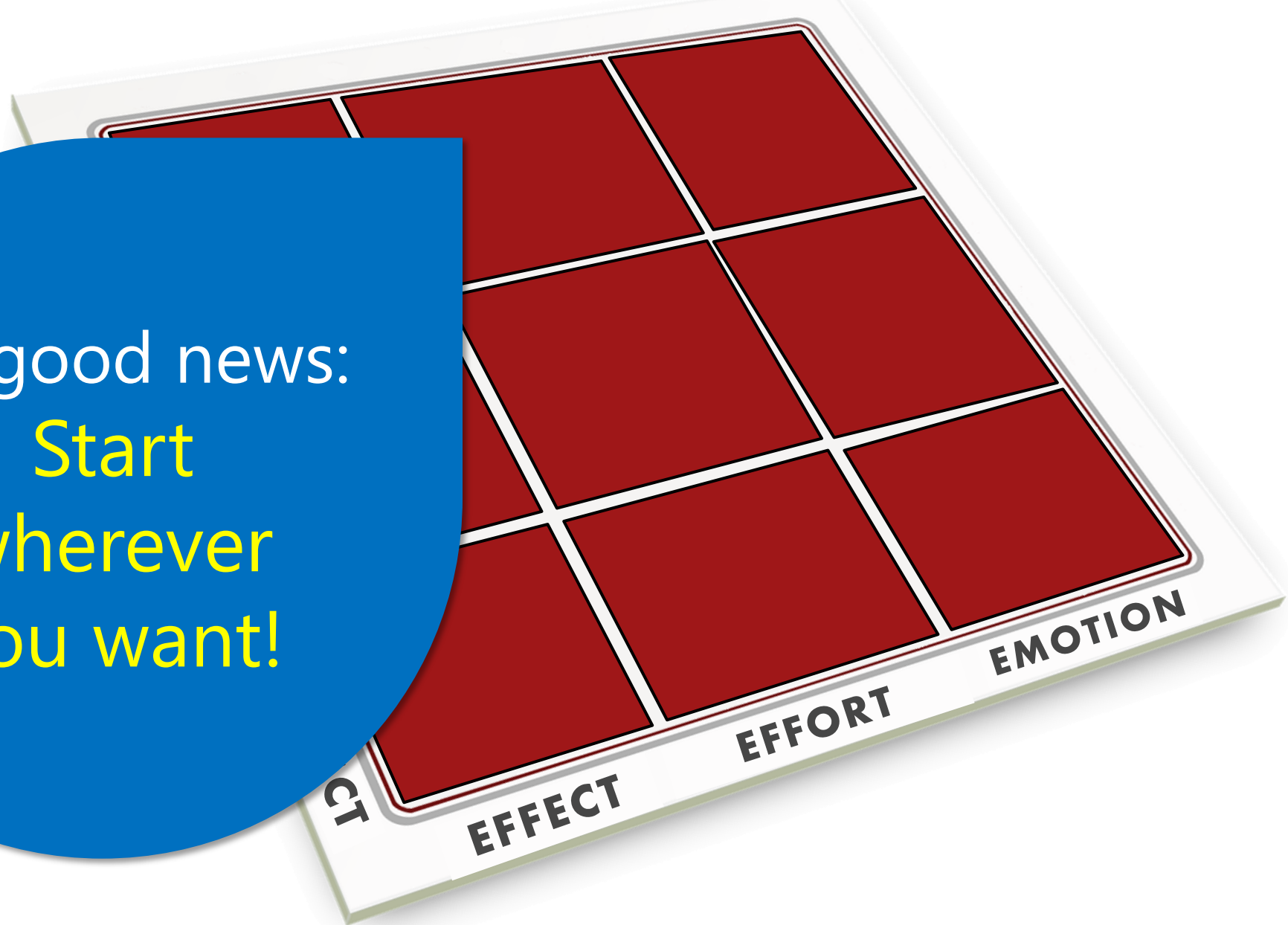
**Electricity
v-What?**

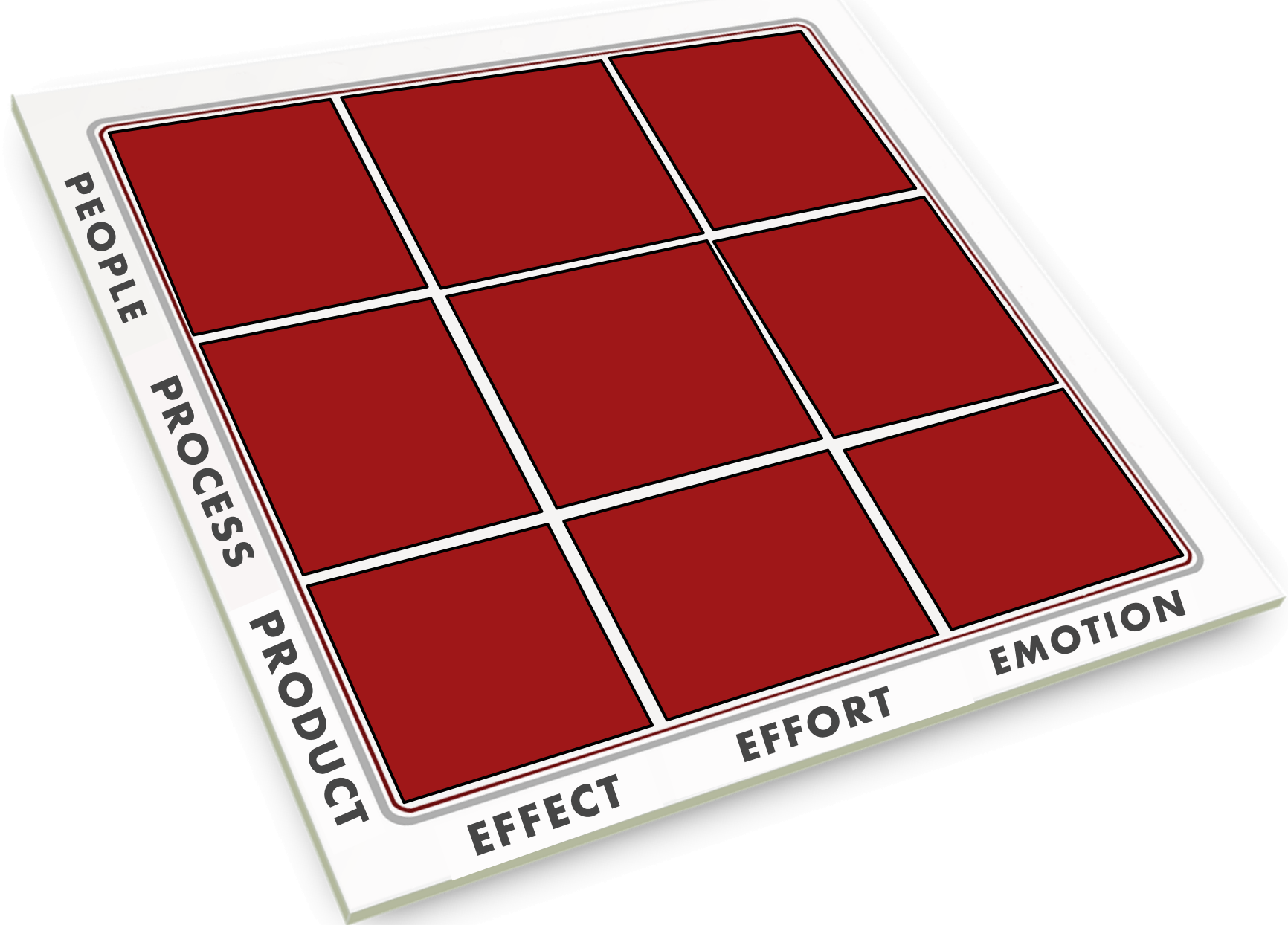




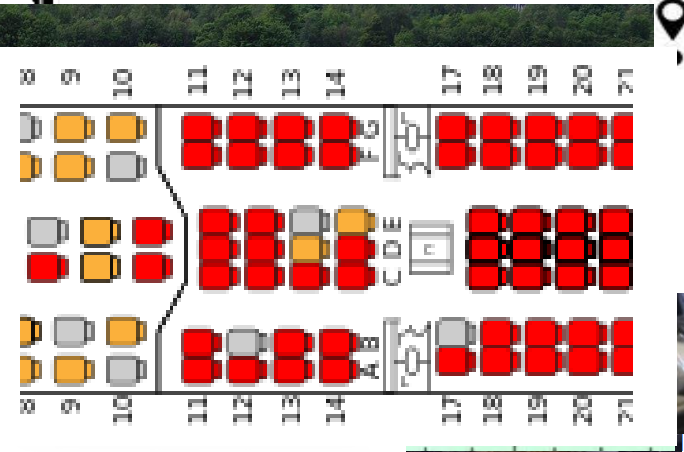
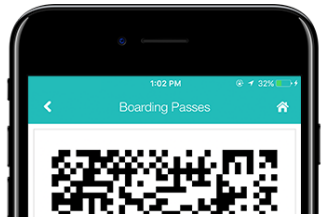


The good news:
**Start
wherever
you want!**









Customer
centric
companies win
in all areas





Now being prepared:

#165 #166 #171

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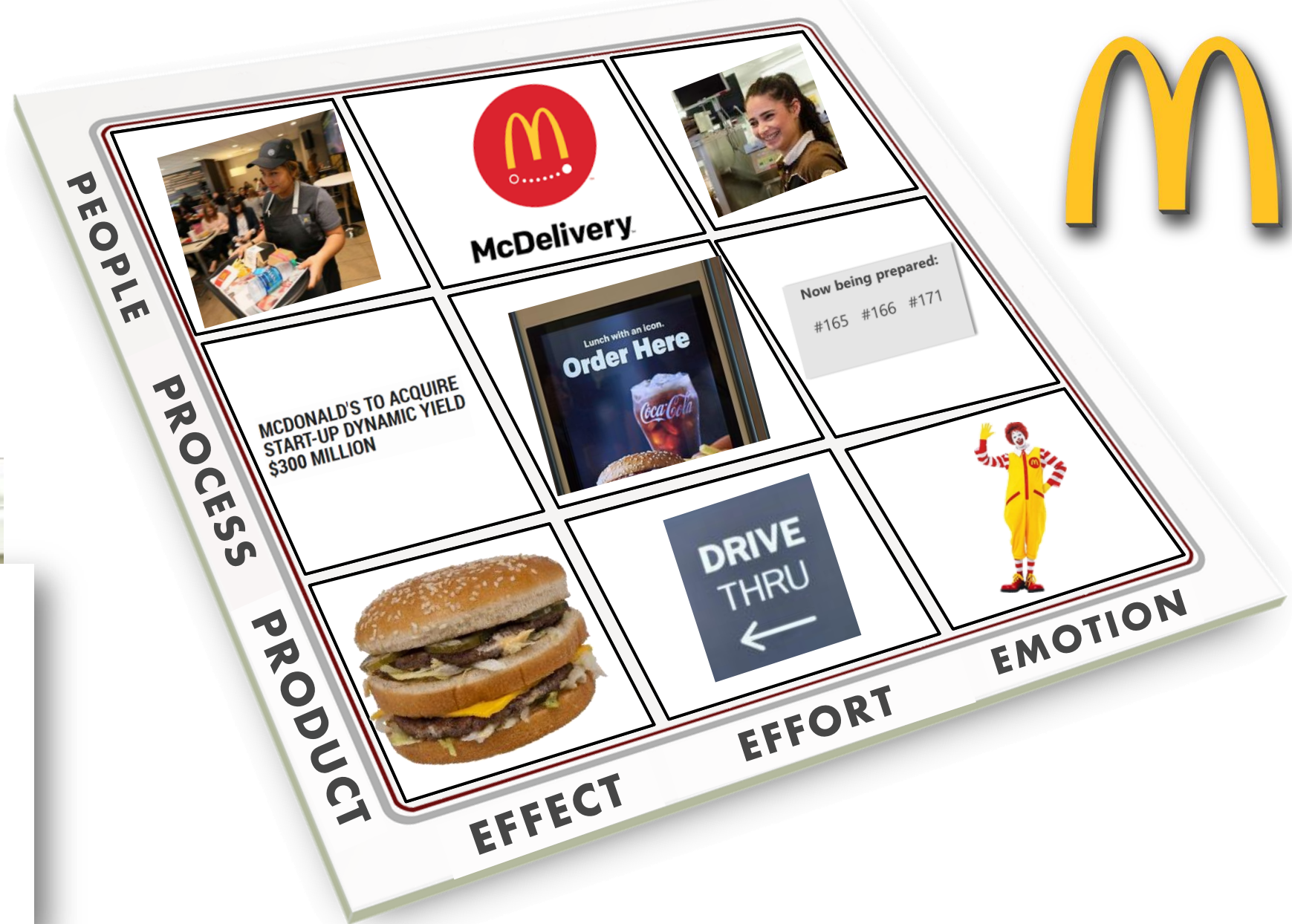
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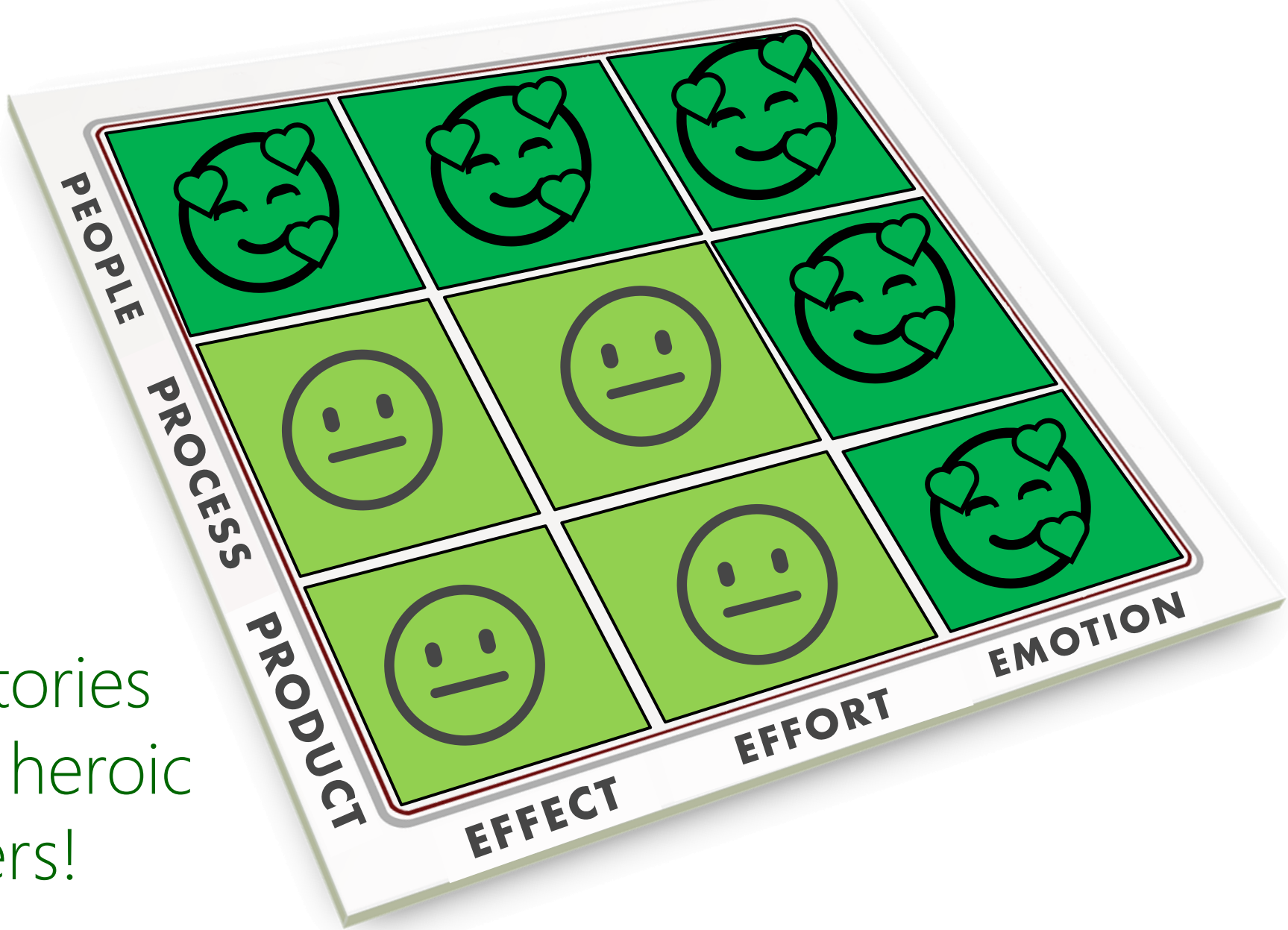
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Dynamic Yield's service uses machine learning algorithms to help businesses tailor their website to individual consumers according to behavioral patterns.

BY ILANIT CHERNICK / MARCH 27, 2019 06:19



Some victories
are more heroic
than others!





Know where
to win!

Avoid getting stuck

Keep moving

Speak you colleagues'
language (PPP)





Customer Commitment at Google

If the users can't spell: OUR PROBLEM!

If they don't know how to form the query: OUR PROBLEM!

If they don't know what words to use: OUR PROBLEM!

If they can't speak the language: OUR PROBLEM!

If there's not enough content on the web: OUR PROBLEM!

If the web is too slow: YEP! OUR PROBLEM!

We look at **THE WHOLE PROBLEM**





It is easy to win:
Shine wherever you can!

Contact me if you get
stuck!

