



What Customer-Centric Really Means: Seven Key Insights

1. It goes beyond handling customer calls efficiently. It means addressing all customer issues fully and resolving them completely.
2. It's not just ensuring that your support departments regard front-line workers as their internal customers. It's ensuring that everyone adopts an external focus.
3. It involves more than telling your employees how to treat customer's right. You've got to give employees the authority and tools to decide the right way to treat customers.
4. It's not a matter of steering customers through your Web site or stores just the way you envisioned. Customer-centrism means letting customers interact with your locations just the way they want.
5. It's not just giving customers what they want, it's giving them what they will want.
6. It's not organizing the company to serve customers. It's letting customers determine how you organize.
7. Customer-centrism isn't just about winning new customers from recommendations of current customers. It's about having customers say you should raise your prices.