Customer centricity

Definition

Engages with internal and external customers as a partner, by listening to and understanding their latent and evolving needs.

Takes customers' business, environmental and social sustainability challenges into consideration and co-creates innovative and tailored solutions together.

Identifies opportunities to improve customer experience, creates added value and enhances customer engagement.

#Experience #Engagement #Value

Mindset

WE NEED LESS OF THIS	WE NEED MORE OF THIS
"I know my customer better than anybody else."	"Share your experience with me, there might be something new for me to explore that would benefit my customer."
"This is my customer, not yours so do not interfere."	"What is better for the customer? Let's think about the benefit for them, not only for us."
"I have a portfolio of products and solutions to sell and I have always been successful."	"My focus is on understanding the customer's business and challenges so we can find and shape solutions together."

Customer centricity

Behavior anchors

1. Emerging

- Builds and maintains open and trustworthy relationships with internal and external customers.

- Explores customer needs with genuine curiosity and interest in adding customer value.

- Seeks to understand the customer's issue by asking open questions and uses this information to formulate customer concerns clearly and deliver a timely and suitable solution.

- Listens to the customer's concerns, needs and expectations and incorporates these in to service delivery approach.

- Seeks agreement on customer expectations to ensure a good customer experience.

2. Evolving

- Understands the customer's business, industry, brand and environmental social sustainability challenges, and knows who to involve in order to provide a solution.

- Elicits ongoing feedback from customers to create strategies to help the organization provide better service.

- Considers both short and long-term needs and interests of the customer and invites the customer to co-shape a suitable solution.

- Maintains accountability to make sure customer needs are met, collaborating with internal and external stakeholders to ensure deliverables and deadlines are met.

3. Influencing

- Actively listens to customers' needs and concerns and incorporates into opportunities to deliver more meaningful products and services.

- Leverages best practice in determining sustainable solutions while customising the approach to the unique needs of the customer.

- Explores fresh customer solutions and debates their value before settling on an option in collaboration with the client.

- Uses tangible methods to monitor and measure customer satisfaction and proactively takes action to improve it.

- Consistently considers opportunities to help the broader organization provide value to the customer.

4. Transforming

- Has a deep understanding of industry trends, complex customer requirements and incorporates this information in creating and presenting solutions to enhance the customer's business.

- Takes an 'out of the box' approach and embraces risk as an opportunity to innovate and enhance the customer experience.

- Creates a customer-centric culture by ensuring that the customer is the focal point of all decisions relating to delivering product and services.

- Fosters customer-centric behavior within the organization by continuously reinforcing the impact of employee actions on the customer experience.

- Empowers employees by providing them with data and resources so they can consider the best approach in supporting the business and customer.

- Shares customer success stories to inspire others to consider how they can provide customer value.

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How it helps

Me

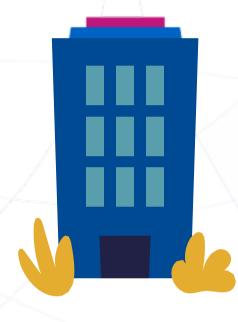Be a successful trusted partner, increased level of engagement and sense of belonging.

By being more customer centric, I will be able to build trust with my customers and increase their engagement.

My Team

Improve team engagement, trust, enhance group dynamics.

By being customer centric towards my colleagues in the team and across departments, we will work more efficiently and effectively together.

Konica Minolta

Better customer experience, increased levels of internal and external stakeholders' engagement, loyalty, higher business result.

By fostering better customer experiences and meet their evolving demands, we will be able to increase their loyalty and engagement levels, resulting in higher business results for our organization.