# Required Assignment 12.4: Product-Centric vs Customer-Centric Brands

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**Suggested time:** 120 minutes.

**Assignment Instructions**

Honda and Intel are two examples of product-centric brands discussed in the video, while Google and Microsoft are notable examples of customer-centric brands. Give one example of a brand for each (product-centric and customer-centric) that is not talked about in this module and discuss in brief on why/how the brand fits the option. Also, reflect on your current organization: Are they customer-centric or product-centric?

***Note****: This is a required assignment and counts towards programme completion.*

1. **Customer Centric Brand:**

A great example of a customer-centric brand is Ritz-Carlton. Ritz-Carlton is a luxury hotel chain known for great customer service and creating memorable experiences for customers. Here's how Ritz-Carlton demonstrates its customer-centric approach:

* Ritz-Carlton embraces **social responsibility** by engaging in sustainable practices, community involvement, and philanthropy. They demonstrate a commitment to environmental conservation, social causes, and supporting local communities. Ritz-Carlton's social responsibility efforts align with customer values and contribute to a positive brand perception.
* Ritz-Carlton actively seeks **customer feedback** to continuously improve its services. They have a dedicated system for capturing guest preferences, requests, and feedback, which allows them to personalize future interactions and address any concerns promptly. Ritz-Carlton values the customer voice as a vital source of insights for enhancing the overall experience.
* Ritz-Carlton is globally recognized for its service. They prioritize anticipating and fulfilling customer needs by providing **personalized attention**, such as addressing guests by name and remembering their preferences. Ritz-Carlton empowers its employees to go above and beyond to create great experiences for every guest.
* Ritz-Carlton invests in understanding the **customer journey** and identifying touchpoints where they can add **value**. They focus on creating seamless experiences from booking to check-out, ensuring that each interaction is memorable and exceeds guest expectations. Ritz-Carlton pays attention to every detail, aiming for perfection in all aspects of the customer experience.
* Ritz-Carlton places great emphasis on training and empowering its employees to provide exceptional service. They have a rigorous employee selection process and a comprehensive training program known as **"The Ritz-Carlton Gold Standards."** Through ongoing education and empowerment, employees are equipped with the skills and authority to deliver personalized service.
* Ritz-Carlton goes beyond delivering exceptional service by creating memorable experiences for guests. They design unique offerings such as **surprise amenities, personalized celebrations**, and special events to enhance guests' stay. Ritz-Carlton aims to create emotional connections and lasting memories that keep guests returning.
* Ritz-Carlton maintains a focus on **quality and luxury** throughout its properties. They strive to provide an unparalleled level of comfort, elegance, and attention to detail in every aspect, from room design to amenities and dining experiences. Ritz-Carlton's commitment to luxury reflects its dedication to creating a superior customer experience.

1. **Product Centric Brand:**

A great example of a fantastic and modern product-centric brand is Tesla. Tesla is an electric vehicle (EV) manufacturer that builds innovative and high-performance electric cars. Here's how Tesla demonstrates its product-centric approach:

* Tesla combines high performance with **environmental sustainability**. Their electric vehicles offer rapid acceleration and impressive driving dynamics while producing zero emissions. Tesla's focus on sustainability appeals to environmentally conscious consumers who seek high-performance vehicles without compromising on eco-friendliness.
* Tesla has invested in a proprietary **Supercharger network**, providing fast charging stations for their electric vehicles. This infrastructure addresses range anxiety concerns and facilitates long-distance travel for Tesla owners. The Supercharger network enhances the convenience and practicality of owning a Tesla vehicle.
* Tesla has built a strong **brand experience** around its products. They create an aspirational image by positioning their vehicles as symbols of innovation and environmental responsibility. Tesla has a passionate and dedicated community of owners and enthusiasts who actively engage with the brand and promote its values.
* Tesla has disrupted the automotive industry **by challenging traditional norms and established players.** They have successfully positioned themselves as a leader in the EV market, influencing the industry's direction and compelling other manufacturers to prioritize electric vehicle development.
* Tesla is at the forefront of electric vehicle technology and has played a significant role in popularizing EVs. They have consistently focused on developing **cutting-edge electric vehicles** that offer impressive range, acceleration, and energy efficiency. Tesla's commitment to EVs sets them apart from traditional automobile manufacturers.
* Tesla emphasizes technological innovation in its products. Their vehicles feature advanced features like **Autopilot (driver-assist system)**, over-the-air software updates, and large touchscreen interfaces. Tesla's integration of technology enhances the driving experience and positions their cars as tech-forward products.
* Tesla follows a **vertically integrated business model**, where they control most aspects of their production process. This approach allows Tesla to have greater control over quality, design, and innovation. From battery production to vehicle assembly, Tesla maintains a strong focus on delivering exceptional products.

1. **My Current Organization: Accenture**

Accenture is primarily known as a customer-centric organization. As a global professional services company, Accenture focuses on delivering solutions and services that cater to the needs and preferences of its clients. Here are a few reasons why Accenture can be considered customer-centric:

* Accenture adopts a **collaborative approach** with its clients, engaging in co-creation activities to develop innovative solutions. This customer-centric approach involves working closely with clients to understand their unique perspectives, challenges, and ideas, ultimately leading to more effective outcomes.
* Accenture offers a **wide range of services** across various industries, including strategy, consulting, technology, and operations. These services are designed to address specific client issues and deliver value-driven outcomes.
* Accenture recognizes the importance of providing **exceptional customer experiences**. They strive to create positive interactions at every touchpoint, ensuring that clients receive personalized attention, timely communication, and high-quality services.
* While Accenture does have its own **suite of products and solutions**, their primary focus is on delivering client-centric services and solutions rather than being product-centric.
* Accenture places a strong emphasis on building **long-term relationships** with its clients. They work closely with their clients to understand their specific requirements, challenges, and goals, and then develop tailored solutions to meet those needs.