Week 5 – Pod 4

CUSTOMER CENTRICITY

Discussion questions

- Who is the customer? Can your organization come up with a single, consensus answer to this question, or can you at least reconcile the roles/relationships of the different potential customers?

- What are the major barriers to account for? Develop a comprehensive list, ranked by the importance/difficulty of each barrier.

- What resources can you utilize to overcome these barriers?

- Thoughts about what competitors are doing in this area?

- Does it make sense for your organization to become customer centric? If so, what should be your immediate goals and medium-term expectations?