Week 5 – Pod 1

CUSTOMER CENTRICITY

What is customer centricity?

Customer centricity is a strategy that aligns a company's development/delivery of its products/ services around the current and future needs of a select set of customers in order to maximize their long-term financial value to the firm.

Customer centricity requires the company to be willing and able to change its organizational design, performance metrics, and employee/distributor incentive structures to focus on this long-run value creation/delivery process.