

ACTIVITY NO. 04

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Course/Year/Section: BSIS-3B

Date: APRIL,04,2024

1. Differentiate Customer Centricity and Customer Friendliness.

Establishing enduring connections by fully comprehending customers'

The goal of client centricity is to focus on the wants, values, and interests of the customer and then shape every aspect of the business to effectively meet those demands. Contrarily, the aim of customer friendliness is to guarantee convenience, usability, and responsiveness through the promotion of pleasurable customer encounters and experiences at many touchpoints.

2. Why Customer Centric Enterprise important? Elaborate your answer.

A customer-centric business is essential for long-term success since it puts the needs of the client happiness and loyalty, resulting in recurring business and favorable word-of-mouth recommendations as well as higher profitability. By putting the client at the heart of the enterprise operations, businesses are able to distinguish themselves, better predict and meet consumer needs, distinguish themselves from rivals and swiftly adjust to shifting consumer expectations.

3. Give one example of Customer Centricity you haven't seen anywhere else.

Amazon's strategy of "anticipated shipping," whereby the company orders that clients place prior to placing them based on their previous browsing and buying habits history combined with demographic information is a great illustration of client centricity. Amazon strategically places reduces delivery times and raises customer satisfaction goods in the distribution centers nearest to potential clients.

4. Define People, Processes, and Technology in your own words.

Individuals are the employees of an organization who oversee customer relations and increase the company's success through their expertise, experience, and clientele service competence. Methodical workflows, protocols, and procedures are called processes intended to increase output, streamline processes, and deliver dependable, superior products and services. Technology includes the tools, systems, and applications. applications that automate processes, collect and evaluate customer data, and encourage seamless cooperation and internal communication.

5. Give one company under the ten industries provided by the presenters that utilizes Customer Relationship Management.

use customer relations, or CRM. Salesforce is a prominent player in the technological industry that offers a Customer Relationship Management system with lots of features (CRM) platform, which is used by businesses across several sectors to monitor sales leads, oversee client relations, automate advertising campaigns, and provide customized client assistance. Salesforce assists companies in growing and improving consumer happiness through the centralization of customer data, the provision of useful insights, and effectively fostering relationships with its cloud-based products.