

True or false?
What would we do
if we were
customer-obsessed?

What should our customers be able to expect from us?

True or false?

**Customer intimacy means
we can identify and fix
potential problems before
our clients have noticed**

True or false?

**Leadership behaves like
they have a hospitality
background — the CEO will
have packed bags and
walked the floor at peak
trading...**

True or false?

**Measure the experience,
not the product. Instead of
“uptime” or “usage”
measure “The Perfect
Swipe” (what Square does)**

True or false?

**Businesses who are
customer obsessed
are secret shoppers
of their own products.**

True or false?

Move from “personas” to “people”. Specifically, move to individuals or clusters of behavioural data rather than assumptions.

True or false?

**Only charge
for what you use.**

True or false?

**Problems, cancellations
and complaints are
opportunities
to be leant into.**

True or false?

**Drop the middleman
if you can.**

True or false?

**Be like Tesla, when your
service centers are too full
with short services, instead
of scaling the centres,
deploy squads to people's
driveways**