



Uncover the value of being a “Customer” Centric Organization

In today's world of ever changing technology capabilities and continuous drive for innovation and business improvements, organizations sometimes lose sight of why they are investing all this energy and money in these activities. We have seen organizations spend endless effort and investment in these activities but in the end, not capturing the value that was expected. This can happen for a multitude of reasons, however, the one main reason we see is the loss of focus around the main reason why you invested in this in the first place - That is not focusing on the “Customer” as the main purpose of why you do everything you do within your organization.

Think of it this way— Every business exists to satisfy a certain need or solve certain problem. If you are not fulfilling the need or solving the problem for your customer base, there is no reason for you to be in business.

The reality of it is— your customers are in control, so why not put them at the center of everything you do?

Our “Customer” centric perspective comes in terms of product/service innovation and operational efficiency. When we look at this, we see the following three pillars that need to be solidified in your organization in order to deliver customer satisfaction and business success:

1. Prioritize Customer Needs and Feedback into your Product Roadmap

Innovation and product features drive product development investment and effort. The entry of “what” should be included and “how” its prioritized formulate the product roadmap. This needs to come from your customer base! Make sure that the internal voice of “what” needs to be delivered to the market is rationalized and heavily weighted on what the customers need and the problems they are trying to solve. Don't fall into the internal trap of innovating for innovation sake. For example, we have customers that have spent years creating complex products, only to find out later, after finally asking their customers and capturing usage data, to come to find that over 90% of their customers only use 30% of their products features!

2. Incorporate Customer Interaction in all your Processes

Incorporating customer needs into the upfront product roadmap are easy for companies to understand. The interaction and involvement of customers within the development/improvement of internal processes, such as, supplier management, manufacturing, distribution and service are key to developing customer intimacy, customer loyalty and improved customer satisfaction. Ask your customers, what they would like to know, from their perspective, for example: “what visibility throughout the product delivery they would like to see?” Incorporate this into your processes and systems, to drive improvements in your sourcing, manufacturing, distribution and servicing of your products.

3. One Customer Profile

If you want to be “Customer” centric, you need to be able to manage all of your customer's information and interactions from a central viewpoint, This ensures that anyone that interacts with the customer has all the information they need to deliver a great customer experience. This may seem fundamental, but I can't tell you how many companies I've worked at, that this is not the reality. Currently companies have many databases of information, typically centered around who in the organization has interacted with the customer. For example, sales in CRM, engineering in engineering databases, service in service databases. All this resulting in customer frustration, as the customer interacts with your employees and cannot get an interaction that takes into account all of their relationship with you.

Building a “Customer” centric strategy is key to driving value for both your customers and your organization! DRIVEN-4 has a great deal of experience in successfully establishing and executing this in organizations.

If you'd like to go into a deeper conversation on this subject, don't hesitate to contact us by either:
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Next Month: The framework for an Enterprise PLM Strategy