

LEADING WITH CUSTOMER-CENTRICITY

A conversation among us

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- ▶ Why customer-centricity?
- ▶ Adventures in customer-centricity
- ▶ Creating a customer-centric culture

AGENDA

CUSTOMER CENTRICITY?



Which problem are we trying to solve?

ADVENTURES IN CUSTOMER-CENTRICITY



WHAT ARE WE TALKING ABOUT?



How to get us speaking the same language?

WHO DOESN'T WANT TO DO THE RIGHT THING?



How do we give ourselves the opportunity?

WHO TIES IT ALL TOGETHER?



Champion of the offering?

CREATING A CUSTOMER-CENTRIC CULTURE

Several thin, white, parallel lines of varying lengths and angles are positioned in the bottom right corner of the slide, creating a modern, geometric design element.

WHO IS THE WRINGABLE NECK?



Could the answer be in this room?

ARE WE GETTING FRESH AIR?



NIHITO anyone?

ARE WE SHARING?



Paralysis? Or Ignorance?

WHAT WILL CUSTOMER CENTRICITY MEAN TO YOU?