DEVELOPING A CUSTOMER FOCUSED CULTURE pdf

1: How to create a customer oriented culture. Clarity and listening

Mar 05, Â· While this can get lost in the frenzy of a start-up, building an intentional culture is as important as developing your business model. Building a Customer-focused Culture. 1.

To successfully implement customer focus , we have found that businesses need to focus on incorporating the customer into four areas. Operations â€" Customer focused operations imbed the customer into their processes and technology. Organization â€" Customer focused organizations are structured around their operations â€" to optimize the ability of the operational component to deliver customer focused products and services. Products and Services â€" Customer focused products and services incorporate customer feedback and data to both address and anticipate customer needs. How do we develop customer focused people as part of the larger customer focus transformation? The answer lies in understanding two things: You know you want people to exhibit certain customer focus behaviors, right? Well, for that to happen they will need the skills and ability to behave that way. And if you want to teach people customer focus skills they have to be motivated to learn, and must understand why learning is important in the first place. Have you ever tried to teach a person who had a negative attitude? So the path of change starts with the appropriate customer focus attitudes, so that people are ready to acquire customer focus skills, so that they can then begin to exhibit and practice customer focus behaviors. Desired Customer Focused Behaviors: We talk about customer focused behaviors, but what are they? In our experience they fall into six categories: Listening and questioning â€" employees who are able to listen and question effectively are better able to uncover real issues and needs. Communicating personal value proposition â€" this involves forming and delivering expertise statements that communicate who you are and the value you bring. Building customer focused solutions â€" this is the ability to link solutions to business needs and issues. Building alignment and buy-in â€" this involves engaging clients, teams, and stakeholders along the way to build alignment. Being flexible in interactions and roles â€" this is the ability to play different customer-focused roles to maximize your value. When organizations provide their employees with these skills and abilities as part of a systematic path of change, they see true behavioral change. Implementing customer focus is no longer just a slogan or mantra. At Advance Consulting we have helped tens of thousands of people become more customer focused. We can also help you develop and implement a road map that will lead your organization to higher levels of customer focus by embedding customer focus into virtually every aspect of your business. For more information, see our Customer Focus services. Or, contact us to discuss your specific needs.

2: Developing a CUSTOMER-FOCUSED Culture

A customer-focused culture is not just about providing better customer service at the front line, it is about infusing all your actions as a business with a sense of how the customer is affected by those actions (or lack of them).

That would be like buying a guitar, taking one lesson, and declaring yourself a master musician. Companies that are truly serious about implementing customer focus realize that it is a journey, not a decision. It takes time, commitment, and focus â€" focus on being customer focused. They also realize that, while the rewards are tremendous, the journey is difficult. Once you start down that path you invariably come face to face with all of the parts of your enterprise that interfere with customer focus. The detailed answer to that question is beyond this article, but we can at least give you the general areas that you will need to address in any systematic customer focus initiative. In our experience, there are four areas: Products and Services â€" Customer focused organizations utilize customer feedback and data to develop products and services that both address and anticipate customer needs. Interestingly enough, when there are problems in this area, they are often attributable to problems in the other three areas below. When product development and service delivery become less important than organizational dynamics and personal agendas, we must look within the enterprise to reveal the customer focus obstacles. Technology enables and facilitates that customer relationship, as opposed to blocking or impeding it. When we design processes and systems around ourselves instead of designing them to optimally delivery our products and services, we create customer focus obstacles. Organizational Structure and Culture â€" Customer focused companies design organizational structures around their operations â€" to optimize the ability of the operational component to deliver customer focused products and services. They have customer focused leadership that creates a culture that motivates and encourages employees to understand the needs of their customers. These companies integrate sales, marketing, and operational functions to seamlessly create and deliver customer value. When we structure our organizations to accommodate organizational politics and powerful managers we sub-optimize operations and create customer focus obstacles. But the right attitude is not sufficient. From the front line to the back office all employees must acquire and practice the consultative skills that enable them to make the customer the center of all that they do. When our employees lack customer focused attitudes and consultative skill sets, they become customer focus obstacles. So the obstacles to customer focus are everywhere, but each time we remove an obstacle, we enhance our customer focus. Not only do the customers notice the difference, but the employees feel the benefits of a customer focused working environment. This is the kind of working environment that attracts and retains top talent. Revenue, profitability, and a strong competitive position are the natural rewards of a true customer focused organization. It is essential to learn more about the issues you are aware of and to identify any unknown or suspected problems or opportunities. Try using the following steps when gathering information and insights: Plan appropriate questions to explore how your project or initiative will impact your clients and uncover their related objectives or concerns. Expand your questioning to uncover possible areas that are not yet known to the client. Check the alignment of organizational, operational, and individual issues. Determine how the change will impact the organization and the individuals who will be part of it. Plan how you will contact the client groups from whom you will be gaining information and insights. Develop your own library of questions that you can ask different client groups. At Advance Consulting we have helped many organizations become more customer focused. We can help you develop and implement a road map that will lead your organization to higher levels of customer focus. Our products and services can assist you in aligning your products and services, operations, organizational, and employees around your customers. Or, contact us to discuss your specific needs.

3: A Checklist For Creating A Customer-Focused Culture | www.enganchecubano.com

Development and measurement of the firm's level of customer-focused culture is one of those activities. By helping to strengthen customer-focused behaviours of leaders and staff, identifying weaknesses and their relevance to business results, and measuring progress, HR professionals make the link between culture and business performance.

The customer is firmly in the driving seat and with it comes a required change in how you build and nurture relationships with potential and existing customers. Companies that put the customer at the heart of their organization are experiencing an increase in customer lifetime value and a reduction in churn. By being customer centric. Becoming a truly customer centric organization takes time, but you can start of all small. We share 4 best practices to becoming a customer centric company. Customer centric is a way of doing business with your customer in a way that provides a positive customer experience before and after the sale in order to drive repeat business, customer loyalty and profits. But, a customer-centric company is more than a company that offers good service. Both Amazon and Zappos are prime examples of brands that are customer centric and have spent years creating a culture around the customer and their needs. Their commitment in delivering customer value is genuine â€" In fact, Zappos is happy to fire employees if they do not fit within their customer centric culture! But, how important is being customer centric? What does it mean to be customer-centric? Customer centricity is not just about offering great customer service, it means offering a great experience from the awareness stage, through the purchasing process and finally through the post-purchase process. The challenges of becoming a customer centric organization The power shift between brand and customer happened during the economic downturn. Customers became more selective in which brand they chose to spend their money with â€" The winning brands were the ones who treated their customers with respect, with great service, and built a relationship with them that still exists today. And during the same time as the recession, social media marketing and social selling exploded onto the scene and mobile became a major part of the customer journey. Customers can now compare products and services in real time and across multiple devices, which has presented a huge challenge for many brands. Research has found that companies are struggling with this change and are unable to become a customer-centric organization â€" with the biggest challenge not being able to share customer information across departments. Most companies do not have all of the components in place to claim they are customer centric, but the most important part to remember is this: You need to start with your customers, not your products and focus on what your customers want to do. Thus, the customer centric brand creates products, processes, policies and a culture that is designed to support customers with a great experience as they are working towards their goals. The four best practices that stand out regarding customer-centricity are: Brands that are committed to customer centricity are passionate, and truly believe the customer comes first. Marketers inside customer-centric organizations understand what customers want, and use customer data to capture customer insights and share this across the organization. Brands that are committed to customer centricity focus on what the customer wants and needs, and develop products and services around that. Brands that are committed to customer centricity analyze, plan and implement a carefully formulated customer strategy that focuses on creating and keeping profitable and loyal customer. How to measure the success of a customer centric company? Not every organization will have the same customer metrics to measure customer centricity. However, the two most important customer centric metrics that should be carefully monitored are churn rate and customer lifetime value. Therefore, more companies are investing in keeping existing customers instead of trying to find new ones. To calculate the churn rate, measure the number of customers who left in the last 12 months divided by the average number of total customers during the same period. Customer lifetime value CLV For a customer-centric business, the most valuable asset is the customer. The profits generated during the retention phase are often known as customer lifetime value or CLV. To calculate CLV, take the revenue you earn from a customer, subtract the money spent on serving them and adjust all of the payments for time value of money. Another way to calculate it is to take average order value and repeat purchase rates. Calculating the customer lifetime value helps you understand why it makes sense to invest in keeping your customers. Conclusion The shift towards

becoming a truly customer centric organization is both complex and long but, do not be put off by this as even the smallest changes to policy and processes can have a significant benefit for both employee and your customer. Being a customer centric organization is the Holy Grail towards unlocking the true potential of customer value. Always put yourself in the shoes of the customer and minimize customer effort and maximize customer value. Do you consider yourself a customer centric organization? CRM software plays an important role in becoming customer centric as this is where all of your customer data is stored. Steven has been creating blog content writing since and has appeared as a featured writer for Content Marketing Institute, Marketing Profs and Smart Insights. Since working with SuperOffice, he has led the growth from 0 to 2 million visitors per year. You can connect with Steven on LinkedIn and Twitter.

4: Developing Customer Focused People - Advance Consulting Inc.

Oct 09, Â· Here are two (difficult) steps your company needs to take if you're going to build a true, customer-focused culture in your organization. These two steps that will change your world-if you.

Email Last Updated May 28, 5: But what does that actually mean? Creating and shaping the culture that you want can be a complex and drawn out process, but as the Chinese philosopher Lau-Tzu said: So here are 5 simple steps you can take to help you understand, develop and drive the way we do things around here: Stand in your own queues. Ring up your own business, stand in your reception, visit your showroom, sales outlet or distribution depot or simply check out your own website. How good are your people at dealing with customer enquiries or requests? Or, just do it yourself. Ringing up your own business and asking for yourself can often be an enlightening experience. Throw out the rule book. In your business exists a book. Some of the rules are good, many are limiting. Your challenge is to discover its negative contents, and throw them out. Your challenge is to eliminate the negative rules and promote and reinforce the positive ones. Go against the system. Find out what your systems and processes do by getting on the frontline, asking your customer-facing people what they think, need, want to create better customer experiences. Saying your door is always open does not count as a process by the way. Champion your customer champions. Spot people doing things well. Go out of your way to find out the individuals in your business that really make an impact on your customers. Do you know who and where they are? Identify them and work out what they do, how they do it, what they say and how they say it. Get others to learn from them -- Encourage and reward them to share their experience and knowledge. Be a role model. Remember, winners take action, not notes.

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5: 5 Simple Steps to a Customer-Focused Culture - CBS News

Sustaining the culture requires alignment of the organization's internal processes and systems, such as hiring, staff development, process improvement, recognition, etc. Kaufman likens it to the art of marionette puppetry, with the company's processes, programs and practices representing different characters on the stage.

Posted on October 2, by Christopher Brown 2 Comments Bringing the Customer Into Focus Customer focused businesses outperform their competition on every metric that matters â€" profitability, sales growth, innovation and customer satisfaction. Most business leaders agree that increasing customer focus will improve business performance so the question then becomes how? Here are 7 ways leaders can help improve the level of customer focus across their businesses: Every employee has an impact on customers, sure sales, marketing and customer service lead the daily interactions, but the non-customer facing staff can have a powerful impact. Sales and marketing teams make the promises to customers that the organization must deliver on. If everyone is not on the same page execution falls over and customers bare the brunt. Benchmark your current level of customer focus. There is a lot of talk about customer focus but how do you make such an abstract concept real? We think part of the answer is to measure and benchmark it. Customer focus will mean different things in different businesses, it is important to get clear on what it is and what it means in terms of expected behaviors in your business. One of our clients recently started to change the language they use when talking about customers. One of their businesses is an online dating service. Put customers on the agenda. This is a simple action leaders can implement today. Are customers discussed in every meeting? If not why not? What impact will decisions have on customers? Hire people with a customer focused mindset. In order words are they value creators that recognize their role is to serve customers or serve those that do. Help employees connect their work with customers. Leaders need to provide the tools and communication to help them connect their work with the bigger picture. Recognize customer focused behavior. If employees believe they will be recognized they will be motivated to do things differently. How do you improve the customer focus in your company?

6: Creating a Customer-Focused Culture - Minnesota Dept. of Health

5 Ways to Create a Customer-Oriented Culture One of the best ways to ensure your team is great at customer service is to create a company culture focused on caring. Happy employees that understand and embrace company values will become exceptional advocates.

The bad news is that still few are truly succeeding in creating a customer focus culture where the customer is king. This focus upon the impact of the employee in building a customer culture is becoming a key issue for those who want to maintain a competitive advantage. In this article the authors investigate the reasons for the gap between realisation of converting customer strategy to culture, and delivering against it to create a customer oriented culture. They also examine the steps that can be taken to bridge this void. Organisational alignment Most organisations have vision and or mission statements. Many also have values which underpin these. If this is the case, how can a company build culture change around customers? Heskitt et al have researched and developed the service-profit chain which shows the inter-connectivity between internal and external service and profitability. Research is not new but many organisations still do not recognise that employees need to live the brand promise in order to both attract and retain profitable customers and create a customer culture. Organisations such as Virgin, Nike and US retailer Nordstrom, have succeeded in creating strong brands with powerful brand promises. Through listening to customer needs and via consultation with employees they have been able to identify brand values which form the backbone of how they do business with the customer and how employees are managed â€" in short they create a customer focus culture that realises the customer vision. Employees look to the top team to model the desired behaviours in all areas and in creating a customer focus culture no less. Yet their own behaviour has been far from consistent with the desired brand values. Little wonder that the values are not adopted on a wide spread basis and converting customer strategy to customer culture remains a pipe dream. These in turn are linked to customer needs and are surely the only way to ensure that culture change around customers is successful. Members of top teams need to regularly assess to what extent their behaviours in relation to customer culture are aligned to the brand and the commitment to the customer vision. They need to also encourage this process across the organisation if a truly customer oriented culture is to emerge. Experience shows that in order to set a positive role model, leaders in the business need to receive, act on and communicate the findings of their own Whether this is based upon day to day interactions or more formal business reviews, this is an invaluable resource that should be fully utilised before contacting customers to gather their views as it will provide an excellent framework of knowledge on which to build. This is a key stage of ensuring employee engagement to help deliver a positive customer exeperience. Listen to customers â€" both internal and external Many companies today particularly in the service sector carry out some form of customer satisfaction measurement. However, very few companies develop budgets around what should be done as a result of the survey findings. One of the trends over recent years has been to believe that the implementation of a Customer Relationship Management CRM system will deliver the corporate vision in relation to building a customer culture. Yet many CRM systems have failed to deliver â€" why? Findings on the progress of CRM programmes include: CRM is a fantasy in most organisations â€¦. It is always about what you as a supplier can do to your customers, and not what you can do with or for your customers.. Once customers have opted in, trust and co-operation can be developed which in return brings mutual benefits. Again, a high degree of trust and co-operation are required here too if you want to be truly customer oriented. Customer Journey Mapping To further align the business with customer needs companies are increasingly using a tool called Customer Journey Mapping. This helps identify the journey that the customer takes through an organisation, often transferring from one organisational silo to another.

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7: 5 Ways to Create a Customer-Oriented Culture

To develop a customer focused culture, all that is needed is to get everyone on board with the concept that the customer's needs come first, and then to work together to make sure that you do what is needed every day, in every way.

Happy employees that understand and embrace company values will become exceptional advocates. Follow these 5 tips to create a culture in your company that thrills both your employees and your customers. Start at the top If you want your team to care about customers, start by making it a priority at the top. Reward it on a regular basis, recognizing those that go over the top publicly and often. Leave an open seat in every meeting and at every company function for your customer. Make it clear to everyone that customers have a say at your company. Rather, if you want to build a customer-first company, for instance, do your best to build a team full of people who are enthusiastic about customer service. Zappos does this especially well, as they are known for paying employees to quit just to make sure they have the perfect culture. Get everyone involved At Help Scout, everyone does at least a little bit of customer service, no matter what their job title is. We love this because it gets everyone involved and excited to talk with customers, which are the heart and soul of our company. Another great benefit is that requiring designers, engineers and everyone else to talk with customers means they all have a good understanding of what our customers want. Being on the front lines supporting and using our own product is critical to making it a success. Tons of successful companies use this strategy with great success. Not only will this encourage employees to develop creative ways to serve customers, but your employees will also be happier. Happier employees do a great job and like working for you! Everyone likes to take ownership in their job. By throwing away the scripts and formulaic email responses, you free employees up to delight customers in their own voice. Let them do whatever it takes to make your customers happy. We consider this our job at Help Scout. Our product provides tools to make collaboration easy and be sure nothing slips through the cracks. Above all, remember to value and thank your employees regularly. Do this and you are on your way to an outstanding culture, which in turn means better service for your customers. Help Scout Help Scout makes customer support tools that keep customers happy as you grow. Try it free today!

8: How to Create a Customer Centric Strategy For Your Business

To be "customer focused" and to develop culture change around customers you need to work in partnership with your customer and allow them to opt into the relationship. Once customers have opted in, trust and co-operation can be developed which in return brings mutual benefits.

This information must be available and understood by everyone, no matter what their level. The entire organization must become obsessed with what the customer wants. A printing firm has signs all over the shop saying, "Is it good enough? The firm regularly sends out questionnaires about the quality of their service and then posts these results for all to see. When you survey your customers on the quality of service, make sure that everyone, from the top down, knows of the results and receives recognition for the things that are going well. Behavioral research has shown that you get more of the behavior you reward. Be very clear about specifying the behavior that employees are expected to deliver, both with external customers and their coworkers. Explain why giving excellent customer service is important -- not only for the company, but for the world. What does your company do that makes life easier for everyone? What does your product or service add? Be sure to include this in the reasons for achieving customer service excellence. A good example of this principle at work is in the field of health care. People are often drawn into this profession because they enjoy helping and caring for people. Smart health care organizations show how their desired customer service behaviors enable employees to help and care for the patients and their families. Reward people for their good service behaviors. Cash awards are nice, yes, but there are many other ways to say, "job well done. Create ways to communicate excellent examples of customer service both within and outside the company. Institute celebrations, recognition ceremonies, logos, and symbols of the customer service culture and its values. This is where you want the mugs, buttons, and banners. Have a customer service bulletin board to feature service incidents that were special. Seize every opportunity to publicize the times when employees do it right. A newsletter should be developed to boast of customer service successes so that the idea of service is constantly in front of everyone. One company, a major utility, devoted an entire issue of the company magazine to "24 Karat Customer Service. A hospital not only touts their customer service "hero stories" in their newsletter, they also have a giant pep rally once a quarter for everyone to share their stories. Individual teams get together often to focus on what has gone right as well as wrong in their patient and other customer relations. Even if you are a very small business with only a few employees, post instances of superior customer service of your own and others that you read about. Talk about customer service and its importance every day. Indoctrinate and train everyone in the culture as soon as they are hired. Disney is famous for this. It puts all newcomers through a "traditions" course that details the company history with customer relations and how it is the backbone of Disney. Your orientation program is a key part of the ultimate success of your customer service efforts. Make sure that it contains more than an explanation of benefits and a tour of the facilities. It can be an important element in planting the customer service culture of the company so it can flourish and grow. Encourage a sense of responsibility for group performance. Help employees see how their performance affects others. Emphasize the importance of "internal customer service. Does accounts payable or shipping see that the timeliness of their service to other employees makes a big difference in how the customer is served? Does the cook realize how important it is to get the order exactly right in the kitchen so the waitstaff can please the restaurant customer? Even something as seemingly insignificant as returning from lunch break on time can affect the quality of the customer service you offer by determining whether you have enough coverage to serve employees promptly. Repeat again and again that customer service is the responsibility of everyone in the organization, not just the "customer service department. Eliminate all routine and rigid policies and guidelines. Knock yourself out to be a company that is easy to do business with. You must give your employees the power to do so. Remove any employees who do not show the behavior necessary to please customers. Too many companies allow frontline service representatives to remain on the job when they are not suited to a customer service position. In order for a culture of customer service excellence to grow and thrive, management must have a burning desire for it to be that way and the energy to ensure that this desire spreads

throughout the organization and remains there permanently. You must become a totally customer-focused organization. Everyone, from the top down, must believe that they work for the customer. This material was excerpted from Customer Service -- the Key to Your Competitive Edge, a common-sense guide to establishing a customer service program by Peggy Morrow. Aug 2, More from Inc.

9: 10 Steps To Creating A Customer-Focused Culture

Developing a Customer Focused Culture with Experience Mapping Workshops 3 Impact Cost Tools to Succeed When developing workshops, it is necessary to first ensure that attendees have adequate.

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