

5 Steps to Becoming Customer-Centric

Step-by-step Guide on how to
Transform your Organization



Technology has fundamentally changed the way people engage with companies. No longer can businesses rely as much on face-to-face interactions to control the relationship they have with their customers. They now need to meet their customers where they are interacting with them. Digitally and company-wide.

It's one-to-many but reversed! One customer talking to many parts of your organization.

How do you deal with this change? By following these five steps to customer centricity.

1 Gain Executive Support and Empowerment

You need executive support to empower the people on the front lines to make real change and impact with customers.

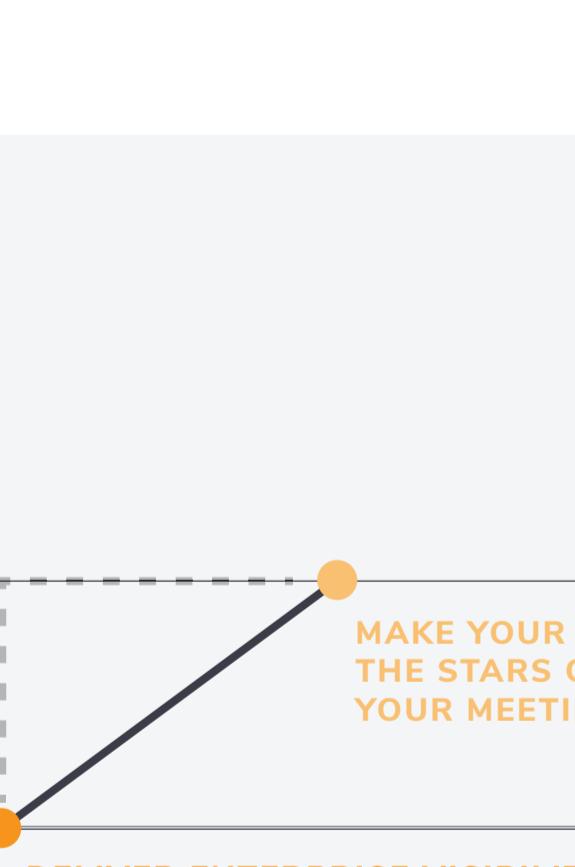


2 Adapt or Evolve Your VoC or CX Program

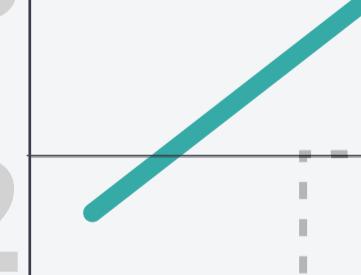
You need to make sure that your Voice of the Customer (VoC) or Customer Experience (CX) solution collects feedback the way you need it to meet your objectives.

3 Wire-in Feedback Everywhere Seamlessly

You must automate the distribution of feedback behind the scenes so that your service seems exceptionally personal and empowers the people dealing with customers on the front lines.

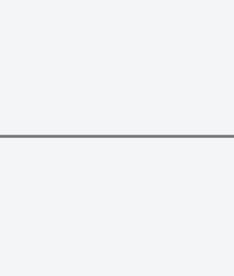


4 Deliver Enterprise Visibility to Customer Feedback



Once you have disseminated customer feedback across the organization, you need to make it accessible to every employee, so everybody knows what customers want and need.

5 Make Your Customers the Stars of Your Meetings



Encourage and support people to become intimately aware of what customers want and need, making customers the stars of every meeting by knowing what they need, instead of predicting or guessing.

REQUIRES A CULTURAL SHIFT

WHAT'S NEXT?

See where you are on the Customer-Centric scale.



SEE WHERE YOU STAND

We help companies transform into customer-centric organizations.

To learn more, visit www.alchemer.com