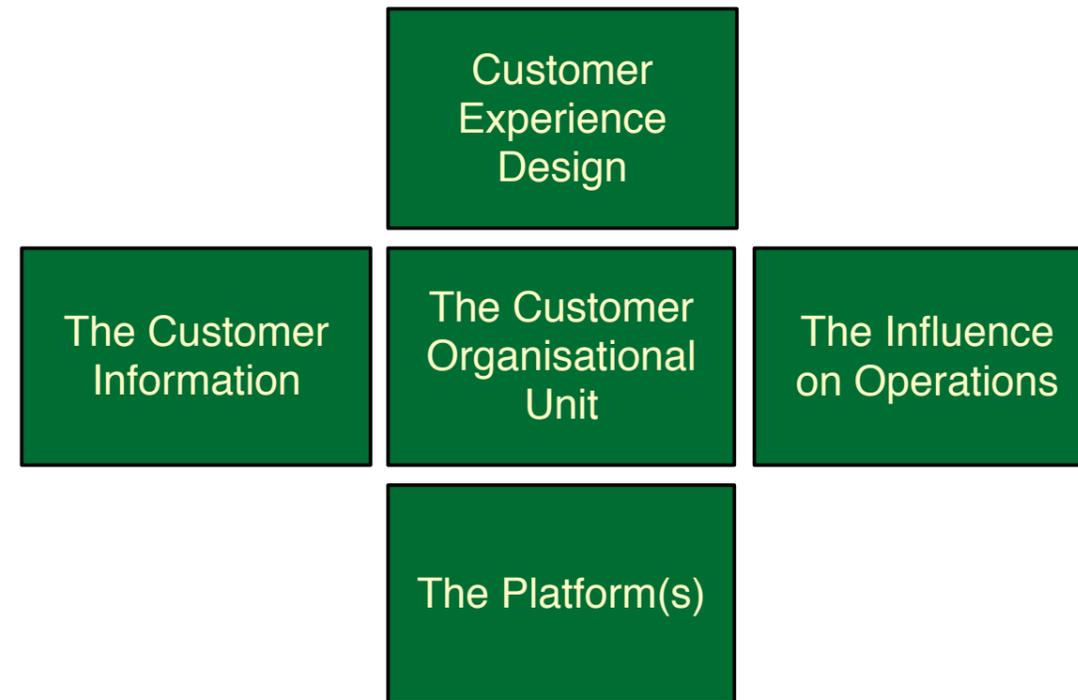


Solving the “Customer Focused” Challenge

The problem of being customer oriented in a digital economy has been largely solved. The problem is integrating all of the pieces that enable this capability.

Exceptional customer experience doesn't happen by accident. While you can't dictate to your customers why their ideal experience consists of, you must design and maintain an idealise optimal experience for each of your customer archetypes.

The voice of the customer comes in many forms. You have to listen to your customers. But you also have to listen to those in your organisation who listen to your customers. You also have to read the tea-leaves in your data that properly integrated and interpreted tell you what your customers are thinking, experiencing, or about to do - either individually, in aggregate, or by proxy - either before or after they do.



Organisations are influenced by the needs of many stakeholders and economic forces. Uplifting your organisation's customer orientation is by definite at odds with the incentives, behaviours, and decisions which have evolved from the other forces. Customer orientation cannot disregard these other business imperative - however, it must be part of the rebalancing of the organisation as a whole. Without influence all talk of customer orientation is veneer.

The platform goes beyond technology. It is about systemisation, reinforcing behaviours. It's about making customer orientation efficient.

