

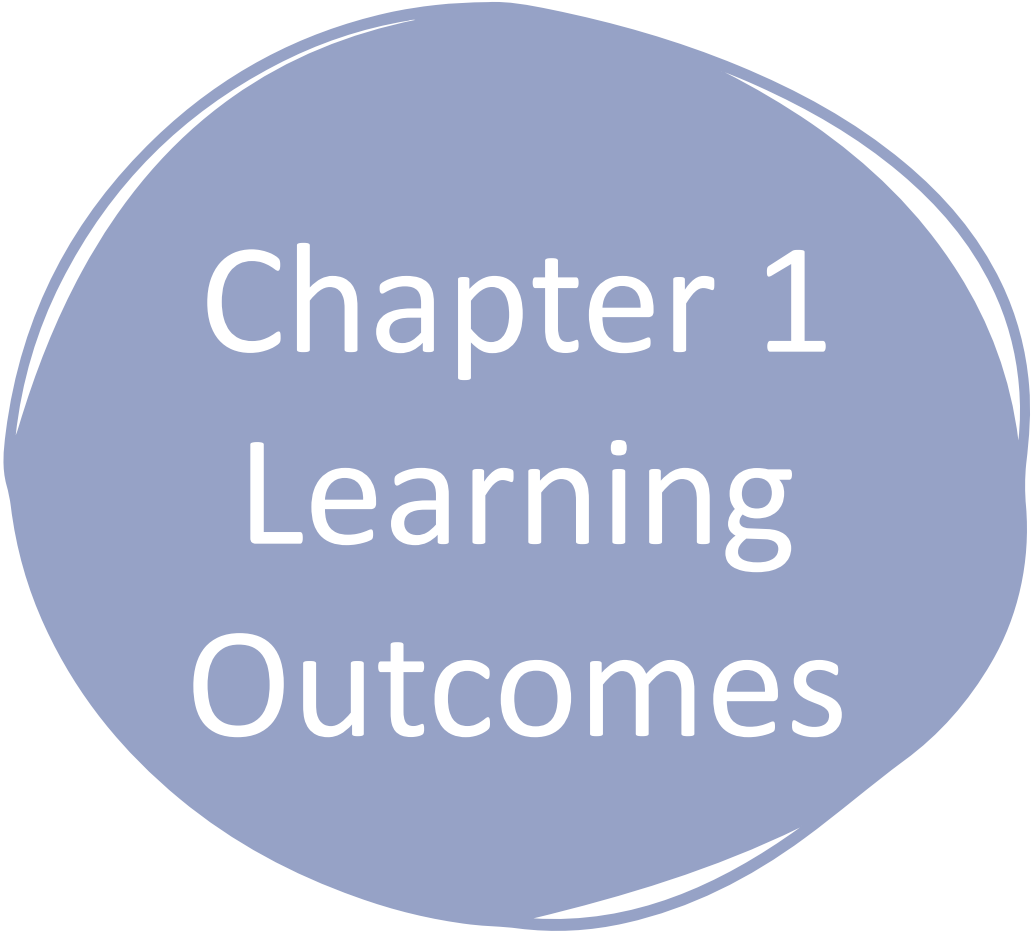
Defining Customer Centricity



Chapter 1

Customer Centric Strategy

Kerri Shields | Pressbooks



Chapter 1

Learning Outcomes

1. Define the term “customer service”.
2. Define the term “customer experience”.
3. Define the term “customer journey”.
4. Define the term “customer centricity”.
5. Discuss how changes in consumer behaviour affect how companies serve customers.
6. Discuss how technological advances affect how companies serve customers.

Customer Service versus Customer Experience



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Customer service is the assistance and advice provided by a company to customers throughout the customer journey; before, during and after the sale.

Customer experience is the result of an interaction between the customer and the company. It is how customers perceive their interactions with the company or brand.

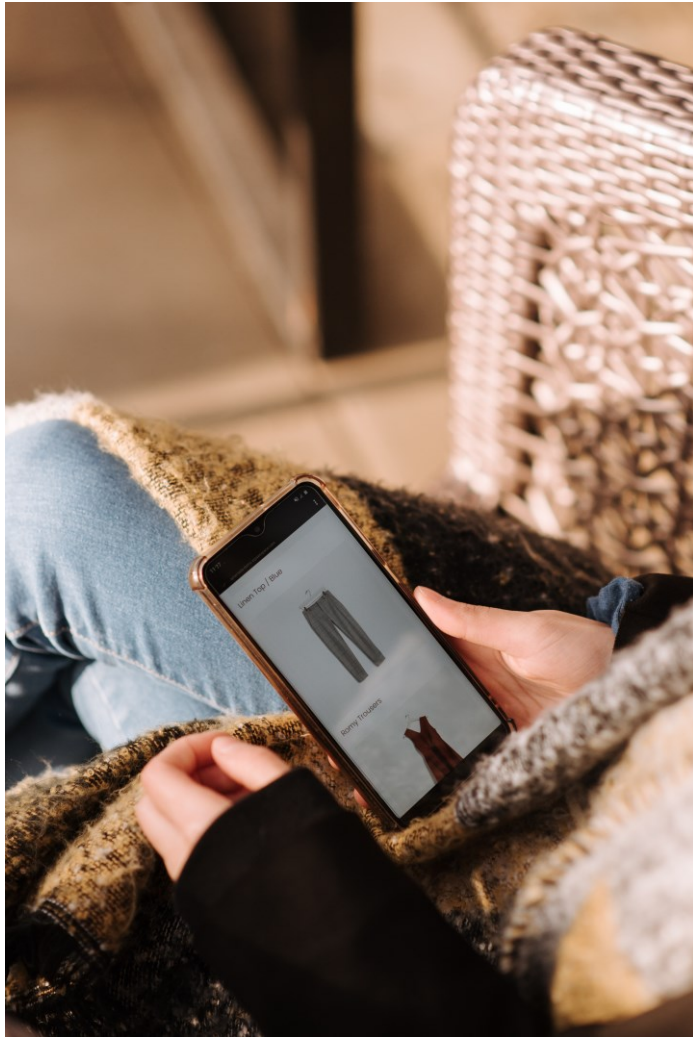


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Customer Touchpoint

A customer touch-point is a point in time when the company connects in some form with the customer (e.g., website, phone, email, social media, retail store, returns, service, and products).



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Customer Journey

The customer journey is the complete sum of experiences that customers go through when interacting with a company and its brands.

Customer Journey Map

The customer journey map is a visual depiction (diagrammed or written) detailing the path the customer takes from the time the customer first discovers the brand, to purchasing, and beyond.



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Customer Personas

Personas are fictional customer types created to represent real target customer groups.

In building a customer centric business, personas and customer journey maps are important strategic tools.



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Customer Centricity

Customer centricity is a way of doing business that fosters a positive customer experience before, during, and after the sale in order to drive repeat business, build customer loyalty (which leads to customer referrals), increase business growth, and gain a competitive advantage.

Forbes List of 100 Customer Centric Companies

1. Sephora, the beauty brand, uses technology to create a personalized experience (virtual makeup try-on) app.
2. Amazon is constantly innovating with new customer solutions, including one-day shipping, easy returns and creative physical locations.
3. FedEx stays on top of new technology to empower its customers and provide quick and reliable deliveries.
4. Google's employees understand all the products and can assist customers wherever needed.
5. Apple employees use the Three F's: Feel, Felt and Found to empathize and help customers get the perfect tech solutions for their lives.

Factors: Economic shift from Manufacturing to Service

- globalization of the economy
- government deregulation
- government programs
- customers expecting personalized experiences
- increased use of technology both by customers and businesses





Consumer Behaviour: Personalization

Personalization has become integral to the customer journey and is now a key driver of brand loyalty across all channels.

Canada Goose and The Running Room are good examples of companies that offer personalized experiences. Can you think of other examples?

Consumer Behaviour: Technological Advances

Customers today are more informed than ever before. They use technology to shop online, conduct research, and compare prices, products, and services among competing companies.

In order to keep up with this new kind of “always-connected” customer, businesses must embrace technology to deliver unmatched customer experiences.



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Chapter 1: The End