



Customer centric approach

SoftConsulting  s.p.

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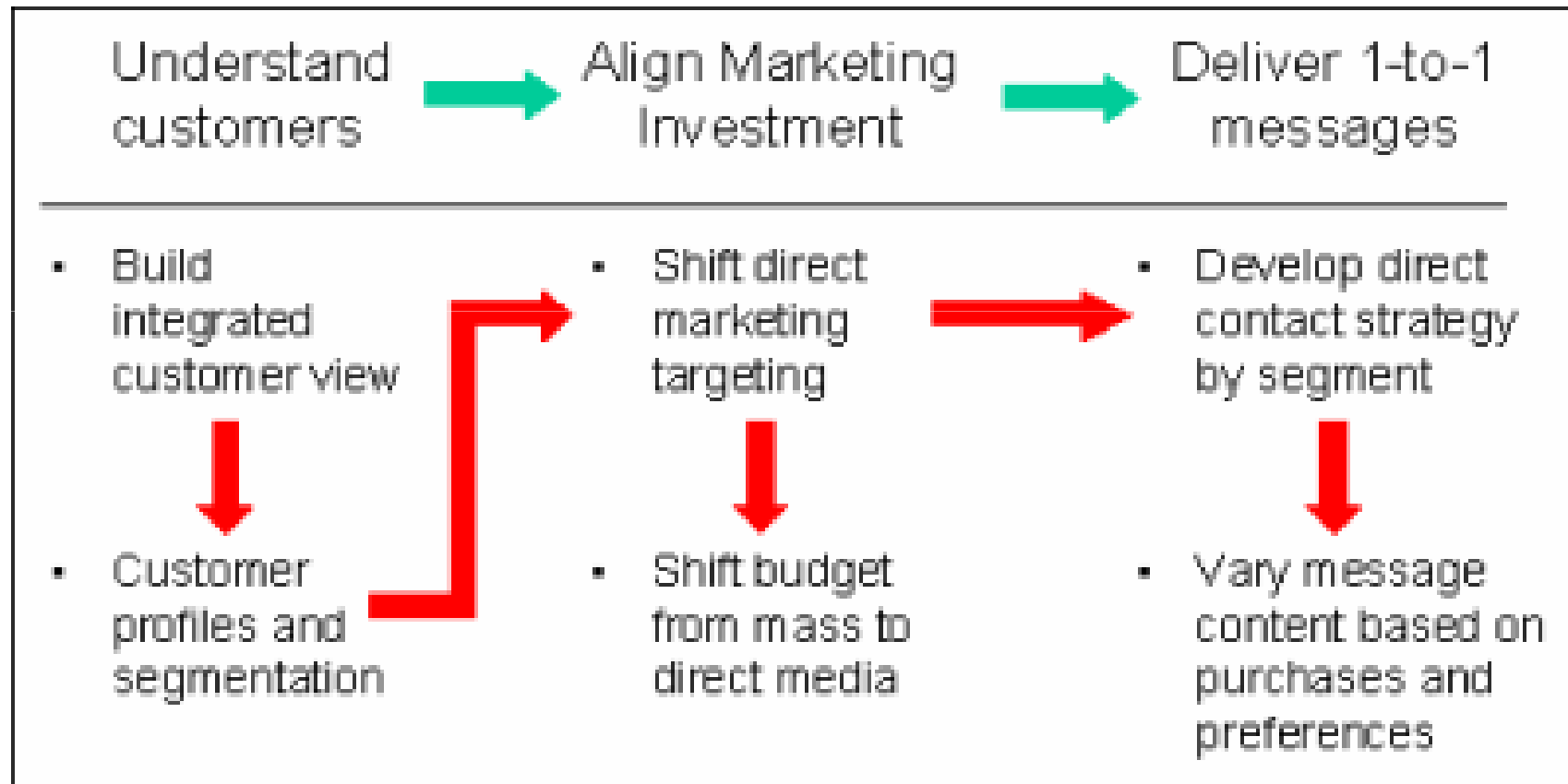
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Customer Centric Marketing



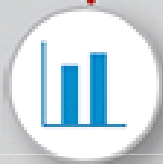


Customer Centric Marketing



Customer Centricity Transformation

End-to-End Customer Centricity Transformation



Evaluate the competitive market and the **financial upside** of customer-centricity



Understand the current state of the business and **identify capability gaps**



Gain consensus on the future state, **prioritize and plan a path** to achieve it



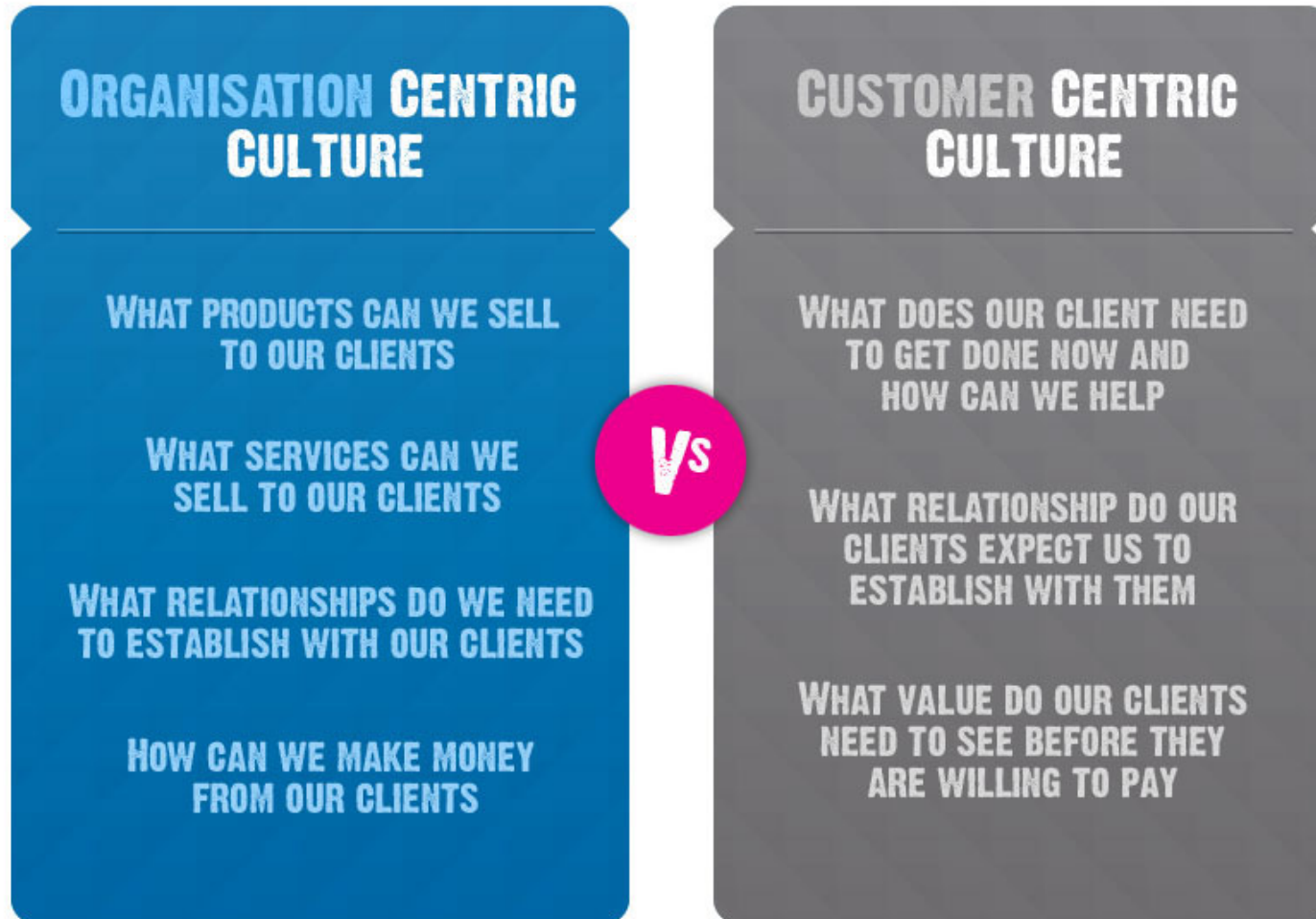
Measure the impact of the customer-centric transformation and **refine strategies**

Customer vs Brand centric approach

Marketing Decisions	Brand Centric Approach	Customer Centric Approach
Customer value	Customers I “don’t” have matter most	Customers I “do” have matter most
Personalization	Customers who may be like you	You
Proposition	What’s “hot	What your data says you might want or need
Use of data/insights	Here’s something I “could” offer	Here’s something I “should” offer
Media channels/mix	The coolest / newest / cheapest	What’s most effective for each customer
Voice	Sell, sell, sell, sell ... and, “you’re welcome”	Recommend, invite, help, sell and “thank you”



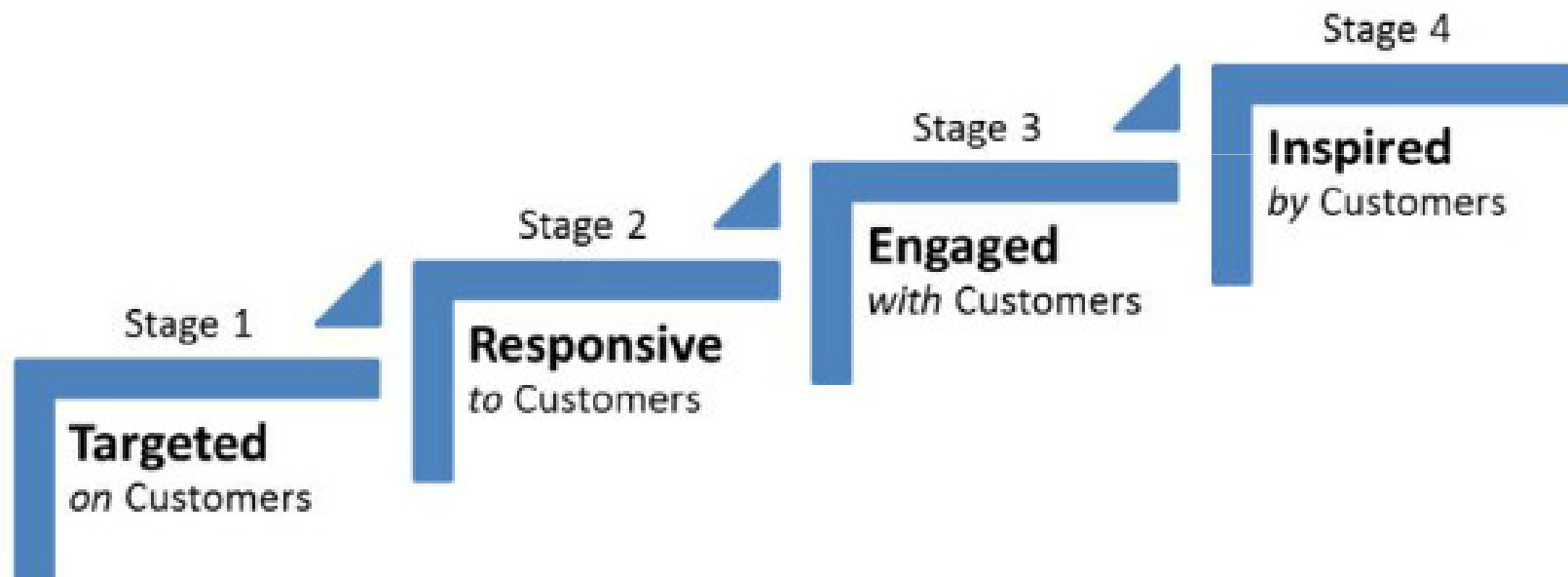
Culture Transformation





Listening to the Voice of Customers

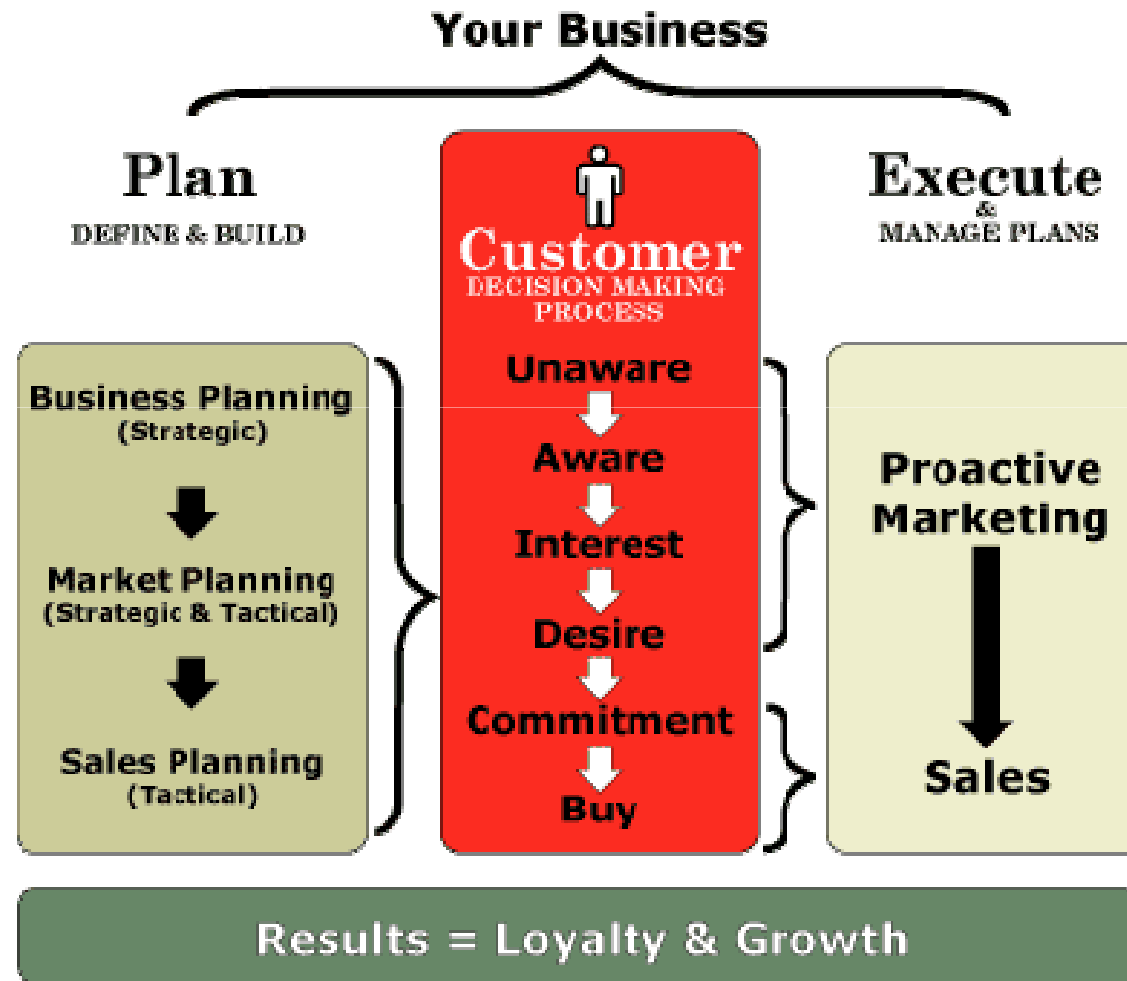
Customer-Centric Journey



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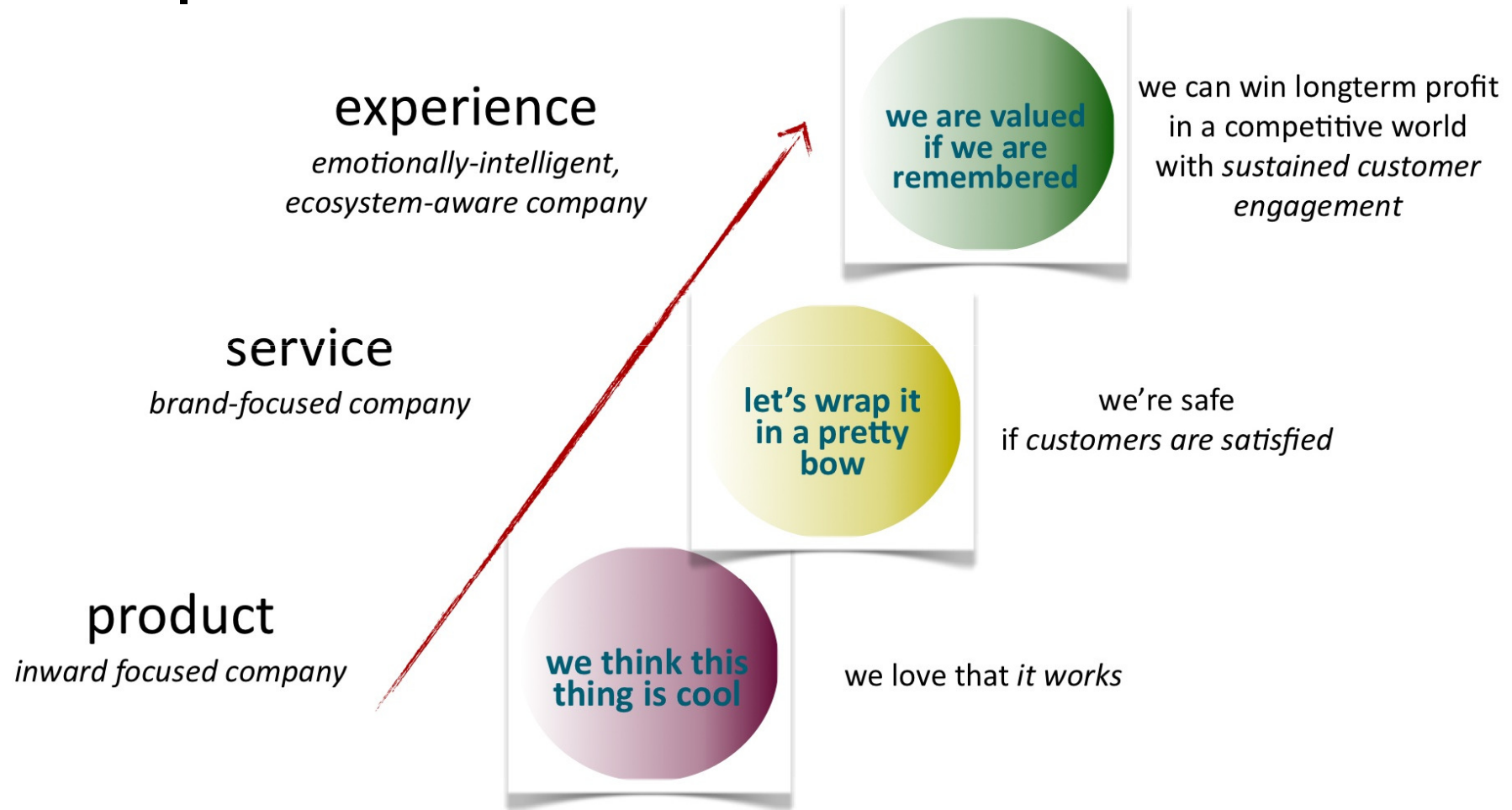


Proactive marketing



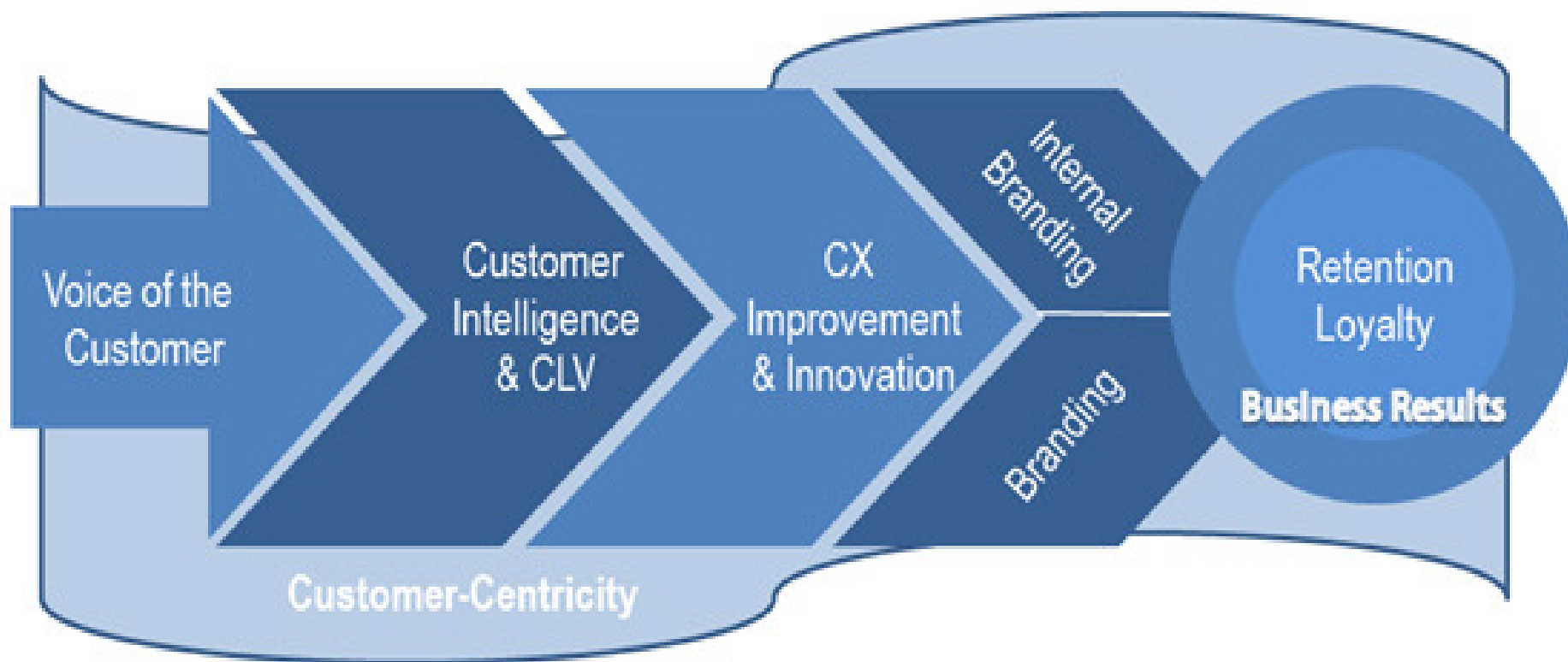


Customer experience management





Zaključak





Hvala na ukazanom povjerenju !

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