

**ADAM  
TOPOREK**



# **CUSTOMER CENTRICITY**

**easy as 1-2-3**

**A brief guide to being more  
customer-centric.**

**RAPID HERO LEARNING AIDE**  
**EMPLOYEE ONBOARDING I :: MODULE 5: LESSON 3**



This document has been provided as part of the virtual training course **Rapid Hero: Employee Onboarding I.**



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m a d e h u m a n

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## **In most industries, it is virtually impossible to compete on price or quality.**

While exceptions exist—usually with extremely large companies or well-known premium brands—in today's times, most organizations can not sustain a price or quality advantage for long. Eventually, someone will find a way to make something just as inexpensively or just as good.

In every industry, the competition today is fierce, and many brands have chosen customer experience as the best way to differentiate themselves from competitors.

For an organization to create a best-in-class customer experience that is both memorable and impactful, both the organization and its people need to be customer-centric.



# HOW TO BE CUSTOMER-CENTRIC

## ORGANIZATIONAL LEVEL

As an organization, being customer centric means **putting the customer at the center of decision making** and considering the impact each decision has on the customer experience.

It doesn't mean that we will never make a decision a customer doesn't like; however, considering the decision's impact on the customer helps the organization evaluate the reason for the decision and makes sure it is the best alternative available.



## INDIVIDUAL LEVEL



- **Be Proactive.** Anticipate what the customer needs and make every effort to meet those needs before being asked.
- **Acknowledge Customers.** Be aware of customers within your physical (or virtual) service space and make sure to acknowledge them so they do not feel ignored.
- **Maintain Focus.** Prioritize the customer you are working with and make sure they have your complete focus and attention.
- **Care About the Experience.** Take the time to think about why something went right (or wrong) and improve the experience for tomorrow's customers.