

Success factors of customer centricity

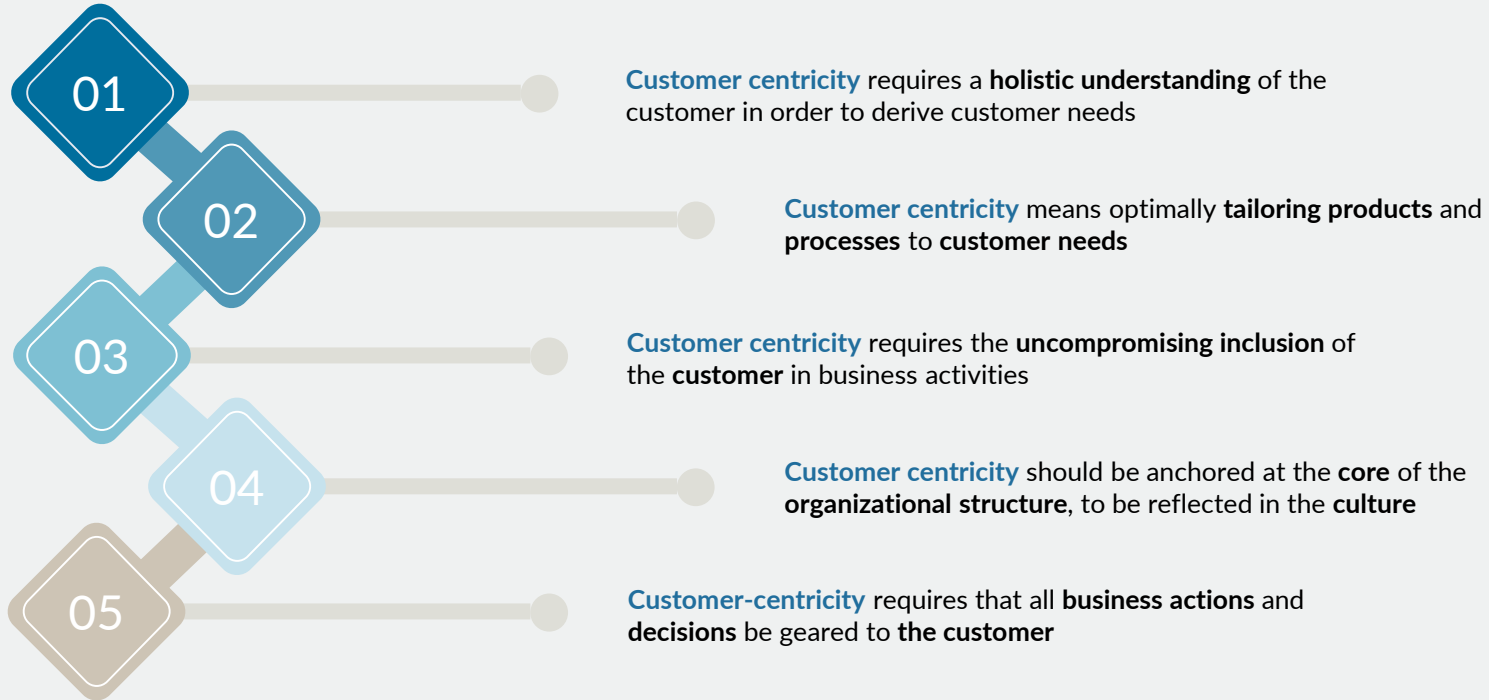
An examination by the
4C GROUP AG in cooperation with
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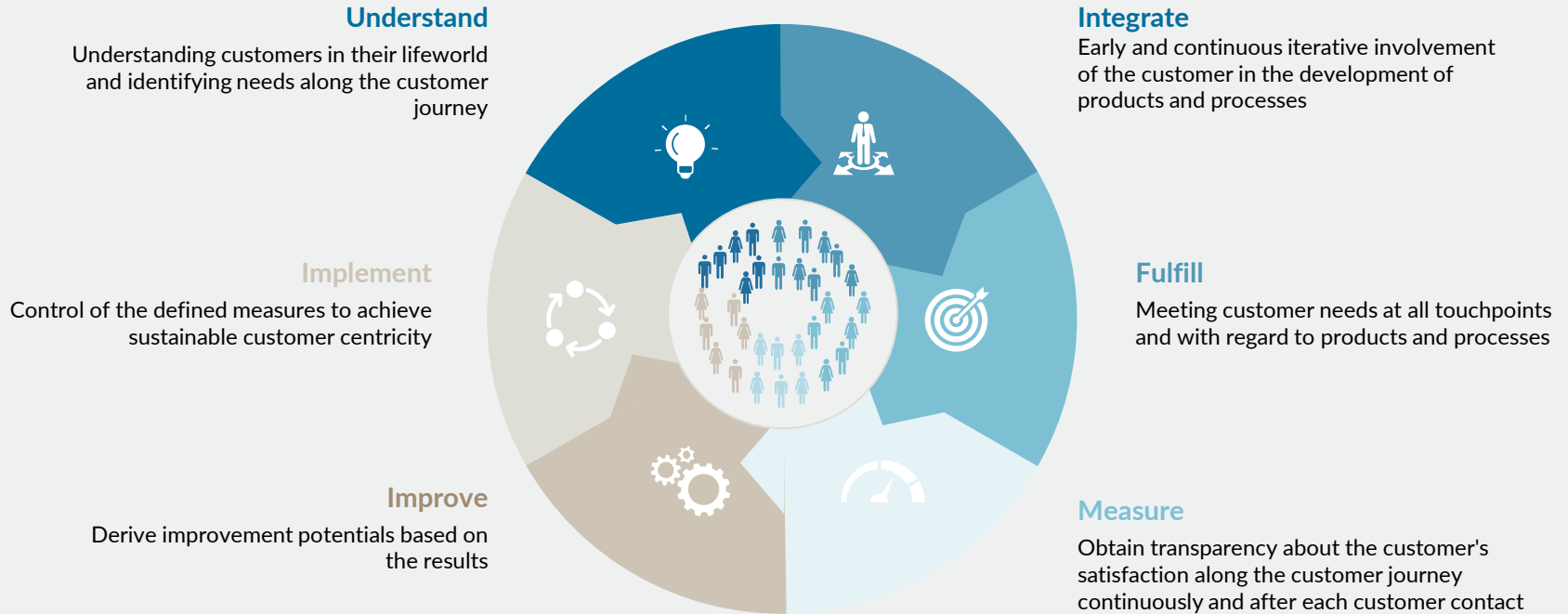
Success Factors of Customer Centricity- Definition Customer Centricity

Customer centricity is the translation of the holistic understanding of the customer into needs, the unconditional alignment of corporate actions and the organizational structure to these ...



Success Factors of Customer Centricity – Characteristics of customer-centric companies

Customer-centric companies work according to a six-stage process model



Success Factors of Customer Centricity

Derived from the study, there are nine key success factors for a company's customer centricity

01

Customer Insights

02

Customer Integration

03

Customer Journey

04

Transparency Customer Satisfaction

05

Data management

06

Continuous improvement process

07

Anchoring in corporate culture

08

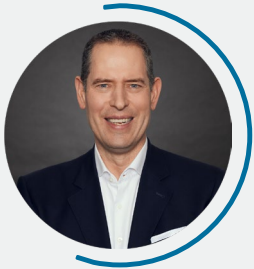
Customer-centric control and leadership

09

Employee commitment

Editors and authors

You want to turn your customers into fans? Feel free to contact us!!



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