Let´s put your customers in the spotlight

#CustomerCentricity

Customer Centricity

Customer centricity focuses on putting customer in the spotlight, not only by understanding their wishes and needs, but through actioning on them. It has an impact on many different functions, including sales, marketing, and service. Business decisions are also driven by customer centricity as the effect of relationships weighs heavily on the company´s strategy.

Key challenges

Companies currently recognise that a cultural change from a product-centric mindset to a customer centric mindset is crucial to be able to compete.

Many companies face challenges in integrating and consolidating customer data from various sources and systems. Siloed data can hinder a unified view of the customer and prevent effective personalization and targeting.

Being agile and adaptable is no longer a nice to have. Companies need to respond quickly to changing customer needs and market trends. However, processes, systems, and decision making are often not flexible enough to handle this.

Opportunities

Driving user experience to empower employees who work with tools on a daily basis, can lead to enhanced productivity and customer relationship.

Prioritizing customer centricity can lead to higher levels of customer satisfaction and retention. Satisfied customers are more likely to become repeat customers and brand advocates, driving revenue growth.

Understanding customer needs and pain points can lead to the identification of new business opportunities. By uncovering unmet customer needs, companies can develop innovative products, services, or solutions to address those gaps.

Customer Centric Transformation

Our offering focuses on how companies can reach, interact, and maintain longstanding relationships with their customers, while enabling their workforce through a user-centric experience driven by technology.

Customer Centric Transformation combines human centered design and processes with technology and focuses on various aspects:

Customer Strategy

Maintain and create regular and longstanding relationships with your customers through a direct & digital approach focusing on customer engagement & state of the art interactions. Identify your target customer by defining personas that you can use to define your customer journeys and touchpoints.

Customer Trends & Innovation Management

Identify and understand how upcoming trends like Metaverse, Augmented Reality (AR) etc. can be integrated to enrich the current business model and support within personalization initiatives. Innovations have a positive and lasting effect on the business model, promote the customer experience and can be a gamechanger for the competition.

Customer Insights, Analytics & Data Platform

Eliminate data silos with a dedicated data platform and leverage your customer data to gain a comprehensive understanding of your leads and customers. Utilize sophisticated analytics and impactful visualizations to uncover structures and connections, enabling detailed customer insights and data-driven decision making.

Customer Experience

Find, attract, and understand customers by designing and executing customer journeys that are highly individualized, real-time, and fully automated across all touchpoints. An appealing user experience and user interface design can bind the customer to the company and convince them of products through clear presentation and fast information retrieval.

Customer Solutions

Solutions as client portals, channels and CRM-systems allow a direct customer interaction and support marketing, sales, and service departments. Customer interaction and a 360-degree view of customers across all touchpoints support companies by serving individual customer needs and therefore to maintain regular and long-lasting relationships.

Customer Interactions supported by Artificial Intelligence

Make the most of your customer data by using powerful machine learning workflows, enabling intelligent data analysis, customer clustering, recommendations, introducing chatbots and other capabilities. Artificial Intelligence relieves employees in their day-to-day work and supports them with intelligent suggestions for targeted customer interaction.

We know that every customer journey is unique and therefore offer a comprehensive portfolio of experience, methods, tools and solutions to optimally develop your customer journey. Read some of our client examples:

CRM-system for a comprehensive client understanding

Background: A globally operating car manufacturer wanted to introduce a new CRM-system to enable simple and direct customer support and have personalized customer interactions.
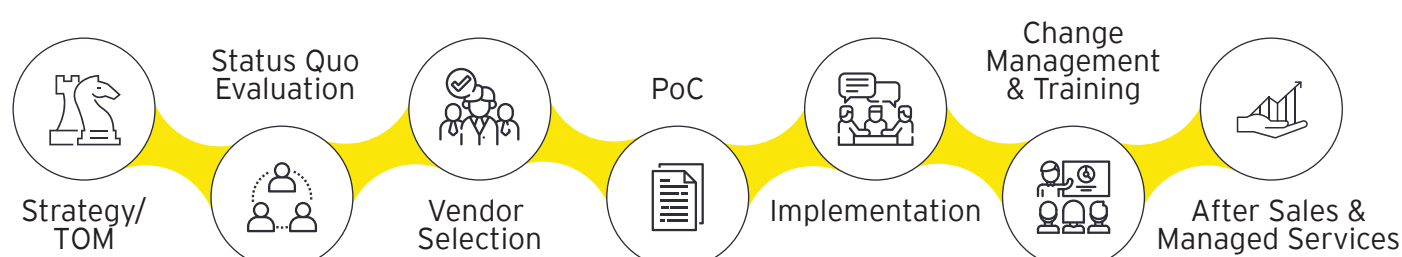
Solution: Implementation of a global CRM-system for streamlined and effective customer support. It enables targeted customer interactions, improved customer engagement at various touchpoints, and comprehensive customer journey management. Client advisors gain better customer insights, automated upselling notifications, and enhanced reporting capabilities. The solution also facilitates market campaigns across multiple channels, making customer service personalized, flexible, and aligned with current trends.

Customer portal for direct & flexible client communication

Background: As its client base grew, a long-established asset manager decided to expand and digitize its client offering.

Solution: The implementation of a customer portal addresses the customer's desire for ad-hoc portfolio evaluations and regular customer-specific reporting. The customer portal increases customer loyalty and makes customer conversations even more productive through upstream fast communication and information channels. Further, it drives trends like the mobile-first approach, considering that customers can easily interact with the company via mobile devices. This way, customers are fully and optimally supported throughout all phases of life.

Regardless of whether you are already focusing on customer centricity or not: We help you with individually adaptable approaches, standardized and modular methods as well as industry specific customer solutions for your Customer Centric Transformation Journey:

- Strategy/ TOM
- Status Quo Evaluation
- Vendor Selection
- PoC
- Implementation
- Change Management & Training
- After Sales & Managed Services

Put your Customer Centricity to the test

Strategy & Experience Design

- How good do you know your target clients?
- Is your customer journey state of the art including innovative trends for enhanced customer experience?
- What makes you more customer centric than your competitors?

Product & Profitability

- How are your products and services tailored to different customer segments?
- How do you design your pricing strategy to dynamically integrate customer and macro factors?
- How do you integrate customer feedback for better product development to constantly meet customer expectations/needs?

Marketing & Sales

- How are your marketing activities designed so far?
- What are your key markets based on your customers and your competitive advantage?
- How do you determine the next best offer for the customer to generate upselling?

Service & Engagement

- How is customer experience measured, evaluated, and optimized across your channels and touchpoints?
- Are you already using predictive tools?
- How do you build and measure your customer lifecycle management?

Curious? – Let's get in touch

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