Customer Centricity
and
its model

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2023

Customer Centricity (1/3)

A customer-centric organizational culture is

guided by the customer's needs.

Customer Centricity (2/3)

Customer centricity at the company level is visible in its activities.

- Customer centricity, as the orientation of the entire organization to the customer, is an important and necessary foundation of customer experience management.

Customer Centricity model (3/3)

A customer-centric organization consciously plans and manages its activities in three areas:

Strategic Customer Centricity

Customer Experience

Employee Experience
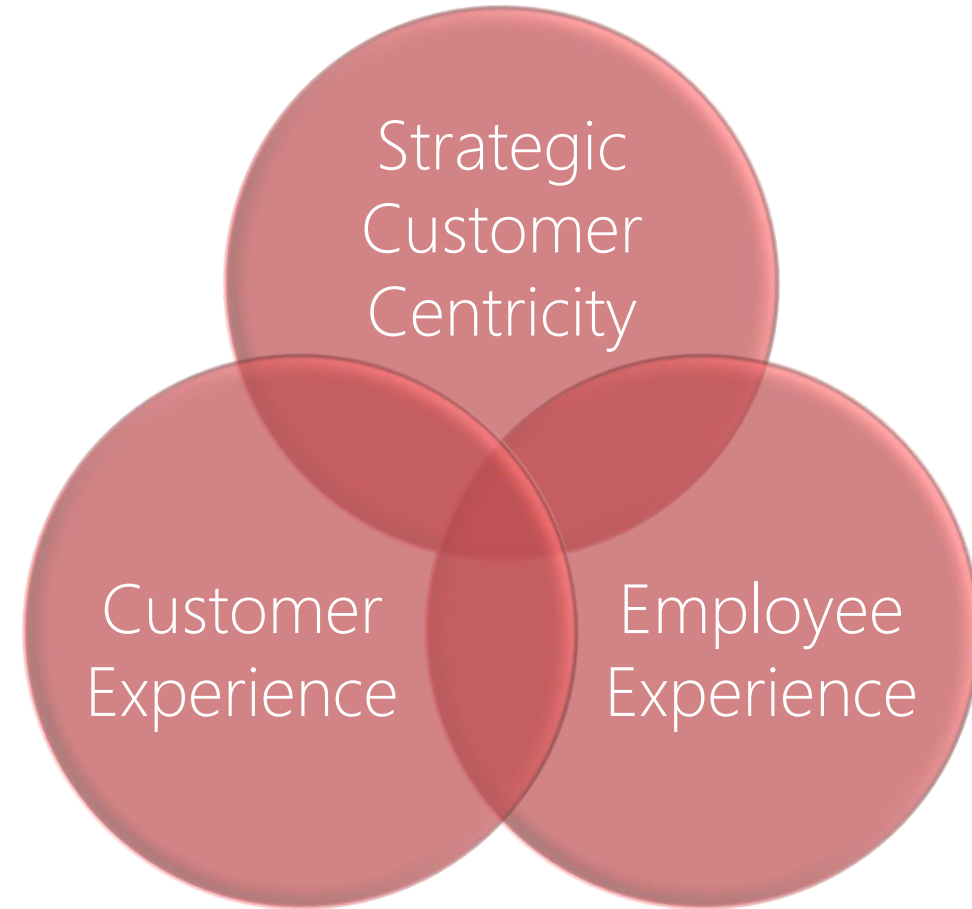
Each of those involves specific activities which aims to strengthen a customer centric behaviour and thereby culture.

"Your customers and employees are the most important assets of your company"

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