

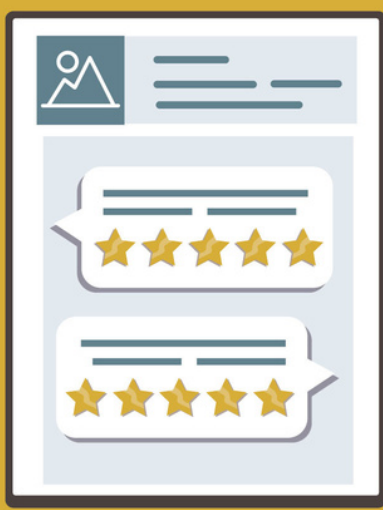


TACTICAL TIPS CUSTOMER-CENTRIC ORGANIZATION

1

Customer-focused Leadership

Be the voice of the customer in executive meetings. Help the CEO, executives and leadership teams understand what is really going on with their customers.



Act on Customer Feedback

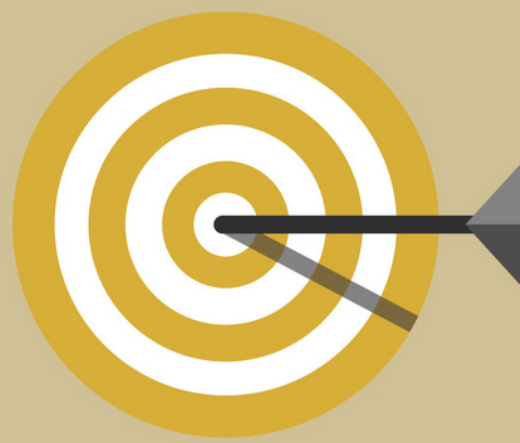
Listen to the customer's feedback and make team decisions based on it.

2

3

Define and Align Customer-focused Company Goals

Whether talking about sales, marketing, or support, the goals of the business should be aligned to driving value for the customers. Be patient. This requires collaboration and time.



Break the Silo

Ensure that the voice of the customer is being heard by all teams in the organization. Schedule regular meetings with various teams on implementation, support, and success challenges.

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Adjust Compensation Plans

Link the compensation plans to what the customer-centric goals are. Strive to maximize customer lifetime value.



Hire Customer-focused People

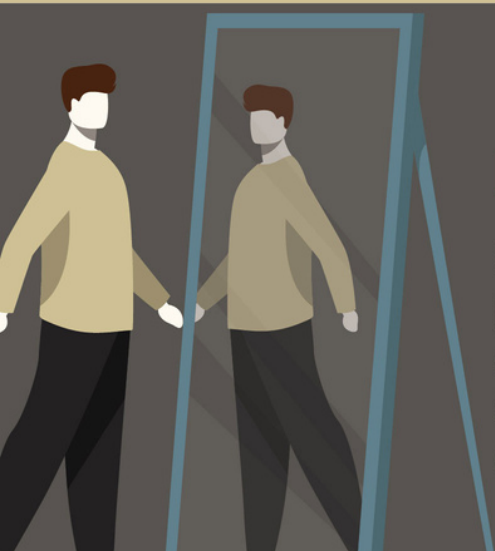
Hire people who have empathy skills and can have an understanding of customer orientation.

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People Success

Employees should be able to go through their own internal onboarding process like a customer.



Be a Customer

Examine whether your company's vision parallels customers' reality. Go through your own company's processes of onboarding, support, or sales and see what your customers' experiences are like.

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This infographic was based on a CSM Practice video
["Want to be Customer-centric" with Jason Noble.](#)



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