

BEING A CUSTOMER-CENTRIC BUSINESS





INTRODUCTION

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As a business owner, it's crucial to keep your customers at the forefront of your decision-making. In 2023, the concept of customer centricity is more important than ever before. A customer-centric business is one that prioritises the needs and wants of its customers above anything else, making them the main focus of all business strategies, actions and decisions. This approach has proven to be highly effective in building customer loyalty, increasing customer satisfaction, and driving overall business success. So, in this writing, we'll explore the importance of being a customer-centric business in today's landscape and how to achieve it.

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WHAT IS A CUSTOMER-CENTRIC BUSINESS?

A customer-centric business is one that prioritises the needs and wants of its customers. It focuses on providing a positive customer experience and places the customer at the center of its decision-making process. This can involve gathering customer feedback and using it to inform product development, providing excellent customer service, and continuously improving the customer experience.

Here are a few well known examples of real-world businesses that have adopted a customer-centric approach:



Amazon:

Amazon is an e-commerce giant that has made customer convenience a key part of its business model. The company offers a wide range of delivery options, including same-day and one-hour delivery, and has a user-friendly website and mobile app that make it easy for customers to shop and track their orders. All decisions made to give customers the easiest possible experience.



Starbucks:

Starbucks is a global coffee chain that has made customer experience a top priority. The company regularly surveys customers to understand their preferences and gather feedback, and it uses this information to inform decisions about its menu, store design, and other aspects of the customer experience. To them, Starbucks is whatever the customers want it to be.

Apple:

Apple is a technology company that is known for its focus on design and user experience. The company regularly gathers customer feedback and uses it to inform the development of new products, and it provides personalised support to customers through its retail stores and online resources. Apple prides themselves on having a user-base that is very knowledgeable and getting the most out of their products - therefore are naturally satisfied.





WHAT ARE THE BENEFITS?

A business that is customer-centric focuses on providing a positive experience for its customers and places their needs at the center of its operations. Some potential benefits of a customer-centric business include:

Increased Customer Satisfaction And Loyalty:

When a business places customer needs at the centre of its operations,

it is more likely to meet and exceed customer expectations. This can lead to increased satisfaction and loyalty among customers, as they feel valued and appreciated by the business.

Customers who are satisfied with the products or services they receive are more likely to continue doing business with the company, and may even recommend it to others. In addition,

when customers feel that their needs are being met, they may be more likely to forgive the business if there are any issues or problems, rather than taking their business elsewhere. Overall, a customer-centric business is more likely to have a loyal customer base, which can contribute to the long-term success of the company.



Higher Retention Rates:

When a business places a strong emphasis on meeting and exceeding customer expectations, it is more likely to retain its customers over the long term. Customers who have a positive experience with a business are more likely to continue doing business with that company, rather than taking their business elsewhere.

This can lead to increased revenue for the business, as it is able to maintain a stable customer base over time. In addition, retaining customers can be less expensive for a business compared

to acquiring new ones, as it can be costly to attract and convert new customers. By focusing on providing a positive customer experience, a business can increase its retention rates and potentially save on customer acquisition costs. Overall, a customer-centric business is more likely to have high retention rates, which can contribute to the long-term success of

Increased Sales And Revenue:

When a business prioritises the needs and expectations of its customers, it is more likely to retain and attract customers, which can lead to increased sales. Satisfied customers are more likely to continue doing

business with the company and may even spend more with the company over time.

In addition, a customer-centric business is more likely to have a good reputation, which can attract new customers and potentially lead to increased sales. A positive customer experience can also lead to increased word-of-mouth referrals, as satisfied customers are likely to recommend the business to others. Overall, a customer-centric business is more likely to have increased sales and revenue, as it is able to attract and retain customers and deliver a positive customer experience.

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Greater Employee Satisfaction:

When employees are able to focus on delivering a positive customer experience, they may find their work more fulfilling and be more satisfied in their jobs. This can lead to increased productivity and commitment to the company, as employees are motivated to provide the best possible service to customers. A customer-centric business may also have a more positive work culture,



as the focus is on meeting and exceeding customer expectations rather than simply meeting company goals. In turn, this can lead to increased employee retention, as employees are more likely to stay with a company that they find fulfilling and enjoyable to work for. Overall, a customer-centric business is more likely to have satisfied and motivated employees, which can contribute to the company's overall success.

WHAT ARE THE CHALLENGES?

Meeting The Diverse Needs And Expectations Of Customers:

Customers are individuals with unique needs and preferences, and it can be difficult for a business to anticipate and meet all of these needs. A customer-centric business needs to be able to understand the needs and expectations of its customers and find ways to satisfy them.

This might involve offering a wide range of products or services, providing personalised experiences, or being responsive to customer inquiries and complaints. Meeting the diverse needs of customers can be a challenge, but it is essential for a customer-centric business to succeed, as customers are more likely to be satisfied and loyal when their needs are met.

Managing Customer Feedback:

Customer feedback is essential for a business to understand how it can improve its products and services, as well as for identifying any issues that need to be addressed. However, managing and responding to customer feedback can be a challenge, especially if the business is receiving a large volume of feedback.

It can be time-consuming to review and respond to all of the feedback, and it can be difficult to determine which feedback is most important to address. In addition, the business needs to have a system in place to track and follow up on customer feedback to ensure that issues are being resolved and that improvements are being made. A customer-centric business needs to be able to effectively manage customer feedback in order to maintain customer satisfaction and loyalty.

Maintaining A Customer-Centric Culture:

A customer-centric culture is one in which all employees are focused on meeting the needs of the customer and providing a positive customer

experience. Creating and maintaining a customer-centric culture requires a strong commitment from all levels of the organisation, as it requires everyone to prioritise the customer in their work. It can be challenging to ensure that everyone in the organisation is aligned with the customer-centric values and practices of the business, and to make sure that these practices are consistently followed. Maintaining a customer-centric culture also requires ongoing training and development for employees to ensure that they have the skills and knowledge to provide excellent customer service. A customer-centric culture is essential for a customer-centric business, as it helps to ensure that customers are consistently satisfied and loyal.





HOW TO BUILD A CUSTOMER-CENTRIC BUSINESS

Define Your Customer Base:

The first step in becoming customer-centric is to have a clear understanding of who your customers are. This will allow you to tailor your products and services to meet their needs and preferences. This involves creating a detailed profile of your target customers, including their demographics, behaviours, needs, and preferences. This process can be done through market research, analysis of customer data, and gathering customer feedback. By understanding your customers, you can tailor your products and services to better meet their needs and preferences, which will help to build loyalty and increase customer satisfaction.

Additionally, defining your customer base will allow you to focus your marketing efforts and resources on the most valuable segments of your market, which can help to drive business growth. It's important to regularly review and update your customer profiles as the needs and preferences of your target audience may change over time.



Gather Customer Feedback:

One of the best ways to understand your customers is to ask them directly for their thoughts and opinions. This can be done through a variety of methods, such as surveys, focus groups, online reviews, and social media. By gathering feedback, you can gain valuable insights into what your customers like and dislike about your products and services, as well as any pain points they may experience in their interactions with your business. This information can be used to make improvements to your products and services, as well as to identify areas of the customer experience that may need to be addressed.

Additionally, gathering customer feedback can help to build trust and strengthen the relationship between your business and your customers. It's important to actively listen to and address customer feedback in a timely manner, as this can help to improve customer satisfaction and loyalty.

Analyse Customer Data:

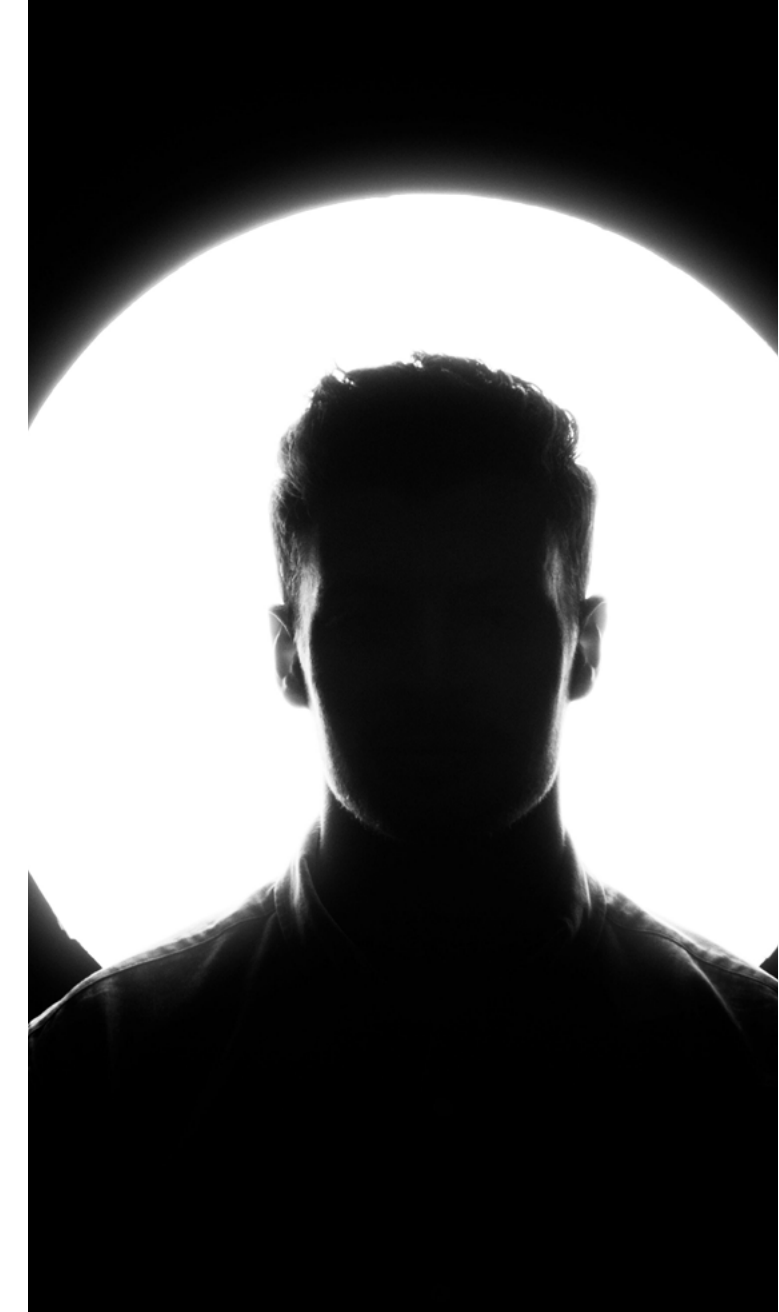
In addition to gathering direct feedback from customers, it's also important to analyse customer data to get a better understanding of their behaviour and preferences. This data can be gathered through a variety of sources, such as customer relationship

management (CRM) systems, website analytics tools, and point-of-sale systems. By analysing customer data, you can gain a deeper understanding of your customers' needs and preferences, as well as identify trends and patterns in their behaviour.

This information can be used to inform business decisions and make improvements to your products and services. For example, you might use customer data to identify which products are most popular with certain segments of your customer base, or to identify pain points in the customer experience that need to be addressed. It's important to regularly review and analyse customer data to ensure that you have an up-to-date understanding of your target audience.

Develop Customer Personas:

Once you have a good understanding of your customer base, it can be helpful to create customer personas - fictional representations of your ideal customers. A customer persona typically includes information such as demographics, behaviours, goals, motivations, and pain points. By creating customer personas, you can gain a better understanding of your target customers and tailor your products and services to better meet



their needs. Customer personas can also be used to guide decision-making within your business, ensuring that all efforts are focused on meeting the needs of your target audience. For example, you might use customer personas to inform the design of your website or the development of new products. It's important to regularly review and update your customer personas to ensure that they accurately reflect your target audience.



functionality of your website, or providing more robust post-purchase support. Additionally, it's important to ensure that your employees are trained to prioritise the needs of customers and are empowered to make decisions that benefit them. By focusing on the customer experience, you can build trust and strengthen the relationship between your business and your customers, which can help to drive customer loyalty and retention.

Empower Employees To Put Customers First

Finally, it's important to ensure that all employees are trained and empowered to prioritise the needs of customers. This involves giving your employees the authority and resources they need to prioritise the needs of customers and resolve any issues they may have. This might involve giving them the flexibility to make decisions that benefit customers, providing them with training to help them better understand and meet the needs of your target audience, or giving them access to the tools and resources they need to resolve customer issues. By empowering your employees to put customers first, you can create a culture of customer-centricity within your business, which can help to drive customer satisfaction and loyalty. It's important to regularly review and update your processes and systems to ensure that they support your employees in putting customers first.

By following these steps, a business can effectively become customer-centric and better serve the needs of its target audience.

Focus On The Customer Experience

A key aspect of being customer-centric is ensuring that the customer experience is consistently positive. This means ensuring that every interaction a customer has with your business is consistently positive, from the initial point of contact to post-purchase support. To improve the customer experience, it's important to identify any pain points or areas of frustration that customers may experience and work to resolve them. This might involve streamlining the purchase process, improving the



CUSTOMER SUCCESS MANAGEMENT

There are many metrics that a business can use to measure customer success. Here are a few examples:



Customer Retention Rate:

This is a metric that measures the percentage of customers who continue to do business with a company over a given period of time. It is a key indicator of customer satisfaction and loyalty, as customers who are happy with a company's products or services are more likely to continue doing business with them.

Calculating customer retention rate is simple: take the number of customers at the end of a given period, subtract the number of new customers acquired during that period, and divide the result by the number of customers at the beginning of the period. The resulting percentage represents the customer retention rate. For example, if a company has 100 customers at the beginning of the year, adds 20 new customers during the year, and has 90 customers at the end of the year, its customer retention rate would be 90%. High customer retention rates can be achieved through excellent customer service, high-quality products, and strong brand loyalty.



Customer Retention rate is a key indicator of customer satisfaction and loyalty, as customers who are happy with a company's products or services are more likely to continue doing business with them.

Customer Satisfaction Score:

This is a measure of how satisfied customers are with a company's products or services. It is an important metric because satisfied customers are more likely to continue doing business with a company and to recommend it to others. There are several ways to calculate customer satisfaction score. One common method is to use a survey, in which customers are asked to rate their satisfaction on a scale of 1 to 10 or 1 to 5. The responses can then be averaged to obtain the overall customer satisfaction score. Another method is to analyse customer feedback, such as

online reviews or comments on social media. This can provide a more holistic view of customer satisfaction, as it takes into account both positive and negative feedback. It is important for businesses to regularly monitor their customer satisfaction scores and to take steps to improve them if necessary. This can include making changes to products or services, improving customer service, or addressing any issues or complaints that customers may have.



Net Promoter Score (NPS)

This is a metric that measures how likely customers are to recommend a company's products or services to others. It is based on the idea that customers who are highly satisfied with a company are more likely to recommend it to others. To calculate NPS, companies typically ask customers to rate their likelihood to recommend the company on a scale of 0 to 10. Responses are then grouped into three categories: Promoters (9-10), Passives (7-8), and Detractors (0-6). The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters.

For example, if a company has 100 customers and 40 of them are Promoters, 40 are Passives, and 20 are Detractors, the NPS would be 20 (40 Promoters - 20 Detractors). NPS is a useful metric for businesses because it provides a quick, easy-to-understand overview of customer loyalty. Companies with high NPS scores are more likely to have loyal customers who will continue to do business with them and recommend them to others.



Customer Lifetime Value (CLV)

This is a metric that represents the total amount of money that a customer is expected to spend on a company's products or services over the course of their relationship with the company. It is a key indicator of customer loyalty and profitability, as it shows the potential value that each customer brings to the business. CLV can be calculated using the following formula:

$$\text{CLV} = (\text{Average Value of a Sale}) * (\text{Number of Transactions per Year}) * (\text{Average Length of Customer Relationship in Years})$$

The average value of a sale is the average amount of money that a customer spends on a company's products or services each time they make a purchase. The number of transactions per year is the number of times that a customer makes a purchase in a year. The average length of customer relationship is the length of time that a customer is expected to continue doing business with the company.

CLV is an important metric for businesses to track because it helps them to understand the value of their customer base and to allocate resources appropriately. For example, if a company has a high CLV, it may be willing to invest more in customer acquisition and retention efforts in order



to maximise the long-term value of its customer base. On the other hand, if a company has a low CLV, it may focus more on maximising short-term profits and may be less likely to invest in customer acquisition and retention efforts.

Customer Churn Rate

Is the percentage of customers who stop doing business with a company over a given period of time. It is an important metric because it can indicate the health of a business and its ability to retain customers. A high churn rate can be a sign that customers are not satisfied with a company's products or services, or that they are switching to competitors. On the other hand, a low churn rate is a good sign that customers are happy with the company and are not switching to competitors.

To calculate customer churn rate, take the number of customers at the beginning of a given period, subtract the number of customers at the end of that period, and divide the result by the number of customers at the beginning of the period. For example, if a company has 100 customers at the beginning of the year and loses 20 customers during the year, the churn rate would be 20%.

It is important for businesses to monitor their churn rates and to take steps to reduce them if necessary. This can include improving customer service, offering better products or services, or addressing any issues or complaints that customers may have. By reducing churn rate, a company can increase its customer retention and profitability over the long term.



3 LESSONS WE'VE LEARNT IN BECOMING A MORE CUSTOMER-CENTRIC BUSINESS

24/7 UK-based customer service

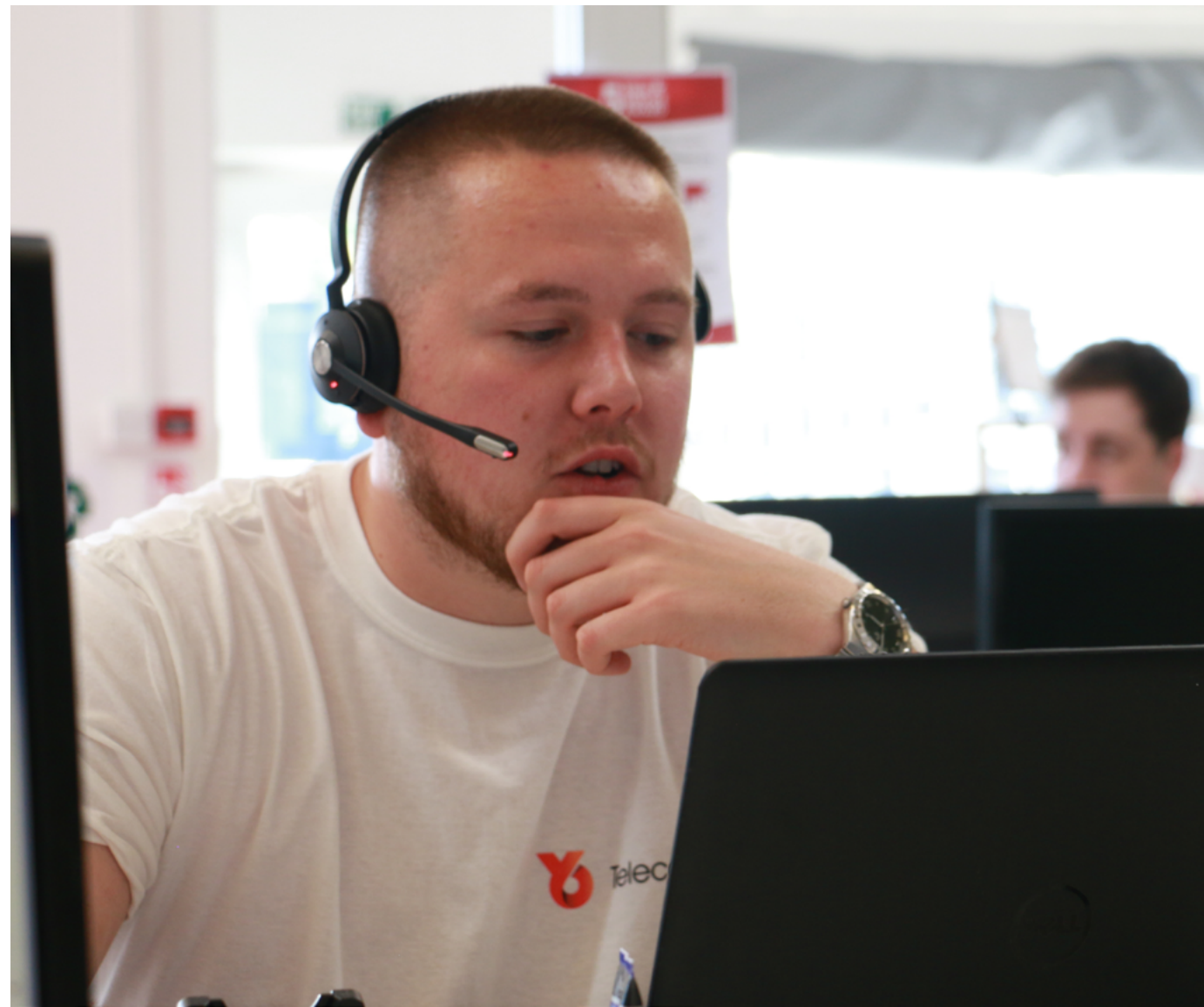
As a UK telecoms company, we understand that communication is a vital part of everyday life and that issues with phone lines or internet connectivity can be extremely frustrating and disruptive. That's why we offer 24-hour service to our customers. We believe that it is important to be there for our customers whenever they need us, day or night.

By offering 24-hour service, we can ensure that any issues are dealt with as quickly as possible, minimising any disruption to our customers' lives. Additionally, we understand that problems can arise at any time and that our customers shouldn't have to wait until business hours to have their issues addressed. By offering around-the-clock support, we can give our customers peace of mind by knowing that we are always available to help.

Maintenance engineering team:

We believe that offering rapid on-site support and maintenance is crucial for ensuring the smooth operation of our customers' communication systems. By providing this service, we can quickly and efficiently diagnose and fix any issues that may arise, minimising downtime and ensuring that our customers' businesses are able to continue running smoothly. Additionally, on-site support allows us to identify and address any potential problems before they become

major disruptions, saving our customers time and money in the long run. Furthermore, with on-site support, our customers have the added convenience of having a technical expert present to answer any questions or provide guidance on the use of their communication systems. Overall, our goal is to provide the highest level of service and support to our customers, and we believe that offering on-site support and maintenance is an integral part of achieving that goal.



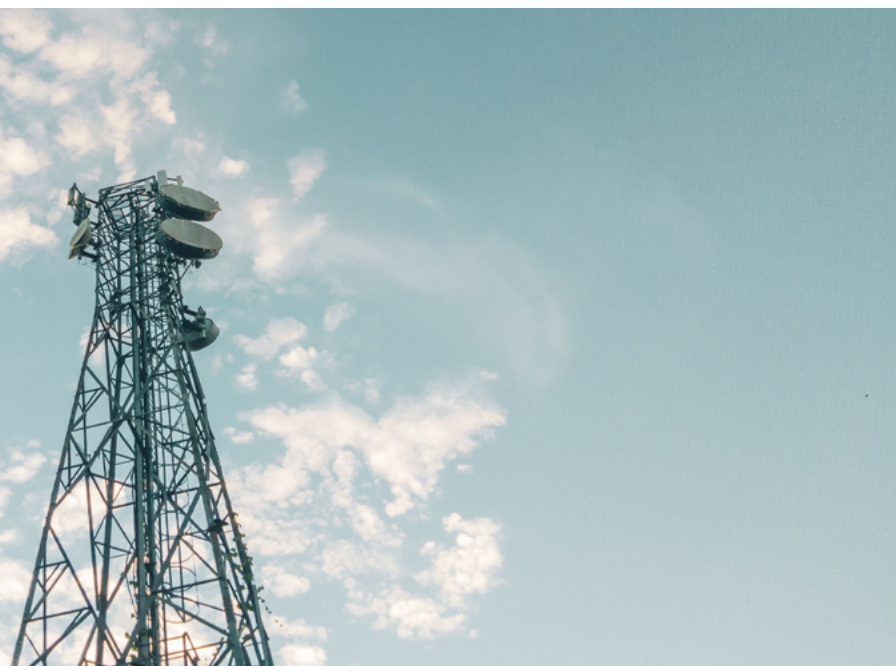
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By offering around-the-clock support, we can give our customers peace of mind by knowing that we are always available to help.

4g Backup with every telephone package:

We understand the importance of reliable and fast internet access for our customers. That's why we offer 4G backup to all of our customers as a way to ensure that they always have a connection, even in the event of an outage or other disruption to their regular service. This is just one way that we demonstrate our commitment to being a customer-centric business.

We prioritise the needs and satisfaction of our customers above all else, and we believe that offering 4G backup is just one of the many ways we can do this. Not only does it provide our customers with an additional layer of security and peace of mind, but it also allows them to stay connected to the people and things that matter most to them. We are constantly striving to find new and innovative ways to meet the needs of our customers, and we believe that offering 4G backup is just one example of our dedication to providing the highest level of service possible.



CONCLUSION

In conclusion, being a customer-centric business is crucial for the success and growth of any organisation. By prioritising the needs and wants of your customers, you can build long-lasting relationships, increase customer satisfaction, and drive business success. It is important to continuously gather and analyse customer feedback, and use this information to inform your business decisions and strategies. Remember, your customers are the backbone of your business and treating them with care and respect will pay off in the long run. Stay customer-centric and you will be well on your way to a successful future.

Remember, your customers are the foundation of your business and prioritising their needs should always be a top priority.

For more information on marketing & business, visit our website on www.yotelecom.co.uk or get in touch on **0238 168 1108**.