Five Pillars of Customer Centricity

Consistently delivering positive customer experience to create value for all



Leadership and culture

(customer focused leadership and culture)



Focusing operations

(focusing operations on the customer compliance, risk, IT, HR, finance, marketing, legal, training)



People, tools and insights

(collecting information, generating insights, informing strategy, informing customer value propositions and empowering employees)



Customer experience

(based on insights generated, design, concepts, test, build, delivery, scale and renewal)



Creating value

(creating and measuring value: at customer, firm and society level)

Current emphasis on design, need much more to move to the implementation of customer centric solutions, embedding customer centricity in organizations needs these pillars

