

T I M E

OF COMPETITIVE ADVANTAGE

(visible)

DEVELOPMENT

(invisible)

结果

公司的客户文化

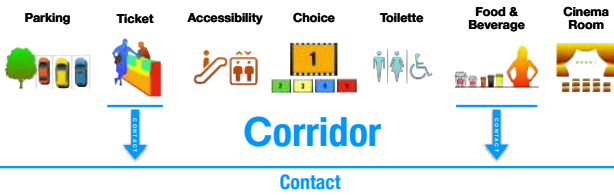
Customer Culture



将客户文化带入整个公司。

Customer EXPERIENCE Customer CONTACT Customer CORRIDOR

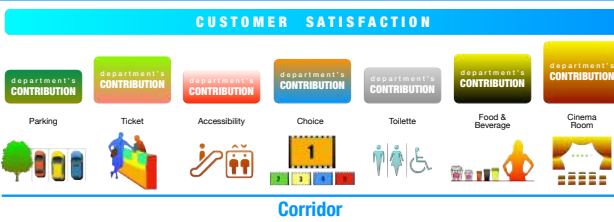
Experience



通过联系选项和替代方案构建客户体验。

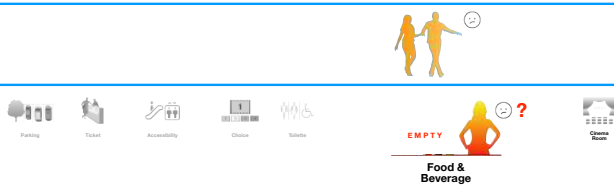
Customer EXPERIENCE Customer CONTACT Customer CORRIDOR

Experience



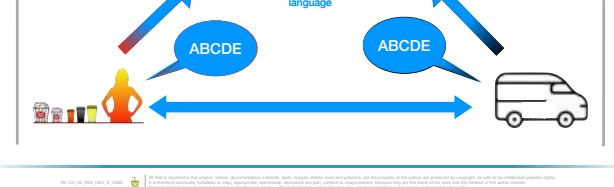
创建一个走廊，明确每个部门的贡献。

Corridor - Experience - Contact

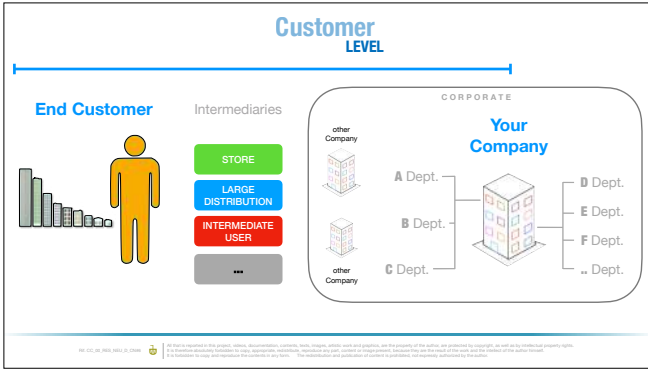


满足客户并不总是那么容易：复杂性和内部动态会让这变得困难。

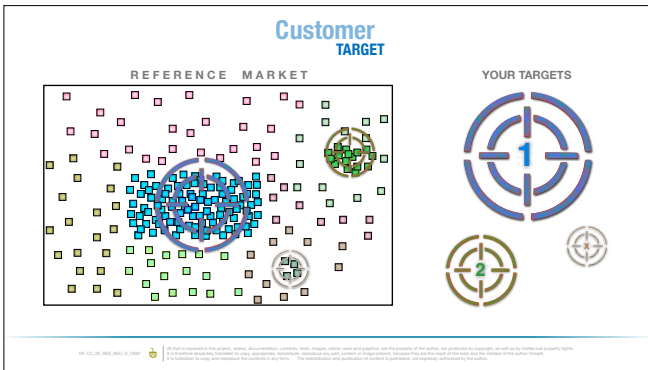
CUSTOMER language



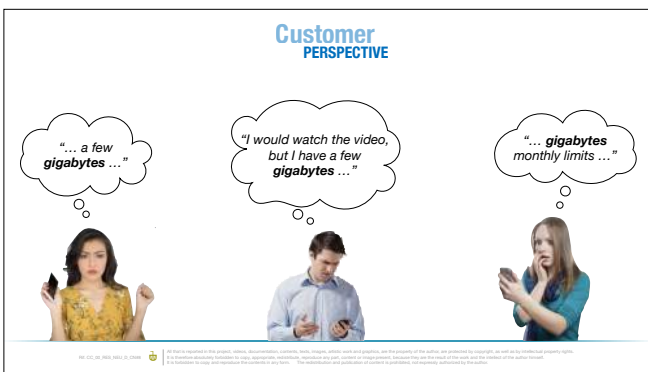
使用客户的语言作为公司内部和外部的通用方式。



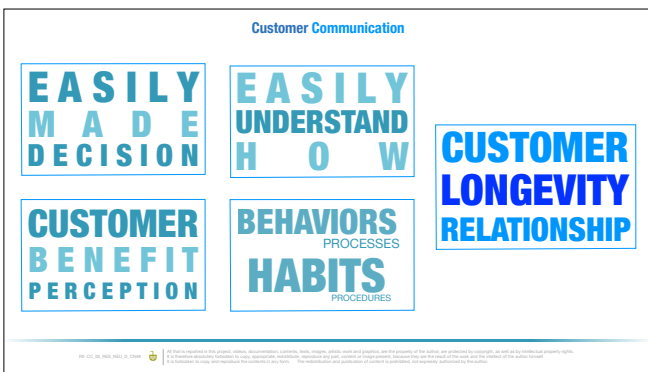
明确谁是我们工作的真正最终客户。根据角色的不同，它可能与最终的角色不一致，而是内部或外部的中间人物。



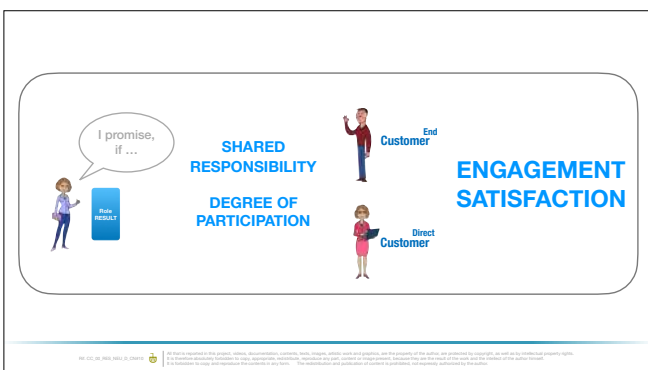
有一个主要目标的组织：公司外部和内部管理的统一方法。



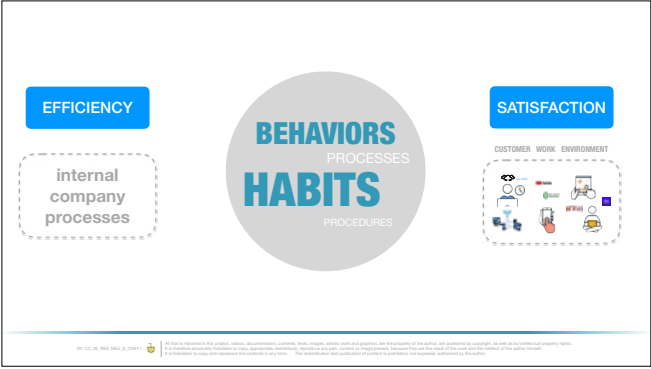
想象一下客户的观点：他们对我们为他们提供的产品的看法。



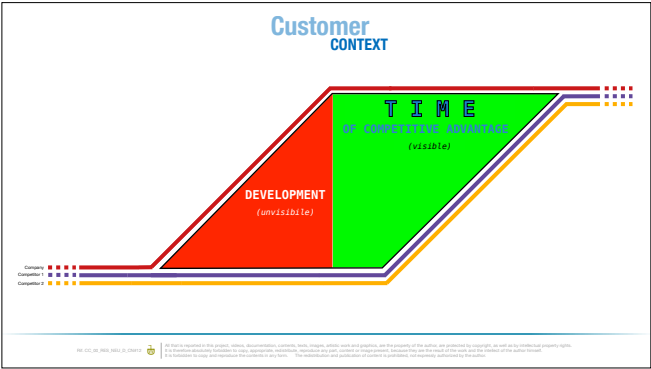
通过沟通，您可以轻松选择我们的产品和服务，并了解如何最好地利用它们来建立令人满意和持久的关系。



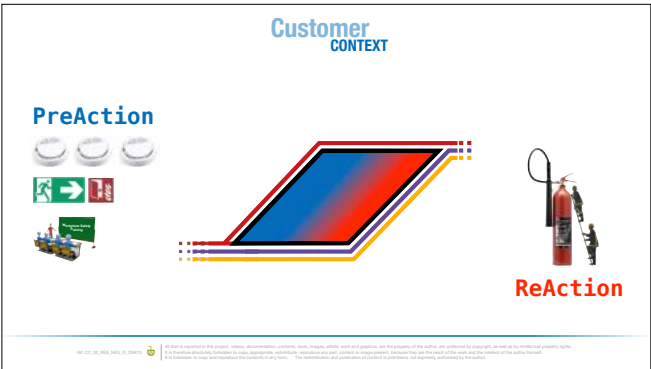
共同责任决定了对客户参与度和满意度产生积极影响的参与程度。



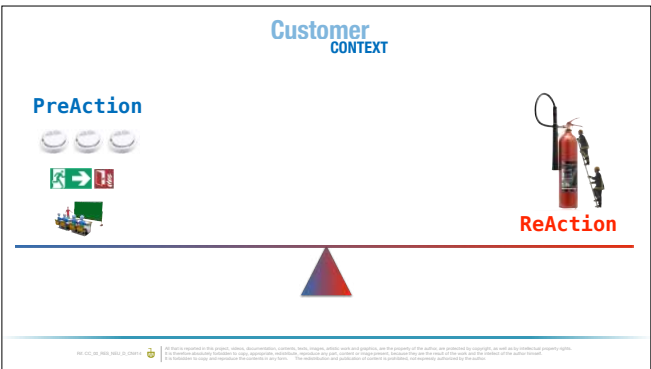
内部组织与客户的需求保持一致，而不是对其进行限制。



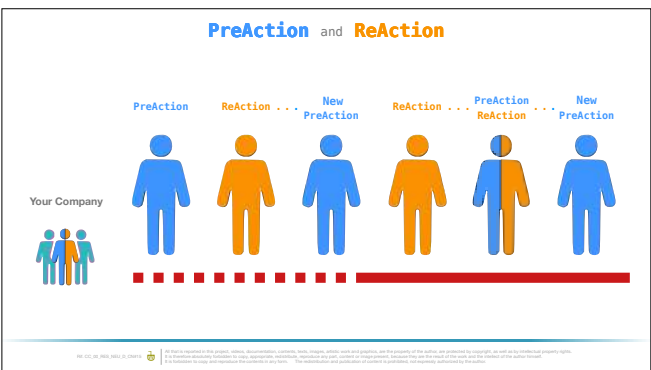
将客户体验想象为一种竞争优势：尝试新的解决方案，准备它们并使其可见，将时间视为一种竞争优势。



预先行动有助于远见，反应则限制远见。



面对意外事件，通过对未来的解释来寻求平衡。



做出改变意味着清楚我们何时采取行动以及何时做出反应。这是一项日常活动，其中的反应有助于新的预反应，使我们的工作更轻松，随着时间的推移提高客户满意度。



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