

Customer



Program
Customer culture



Customer culture

the best corporate culture

Customer culture is a sought-after skill in many companies. This is because it helps in results, improving the activities of the people who work there, both internally and in roles distributed across the territory. Yes, because each of us, with the activities we carry out, contributes to the satisfaction of the internal and end customers, ensuring that they use our products or services for a long time. What does it mean for you? It won't change your activities, but it will improve them, allowing you to be increasingly clear about the real contribution of your work. It will make it easier to make decisions in everyday life, understand what your priorities are and also give you more satisfaction in what you do.

Customer culture

Short description

A methodology for centering the company on the customer, analyzing the different levels of customers (individual, company departments, external intermediaries) and their interactions with the organization. It focuses on the importance of the customer experience, defined as a "corridor" of contacts (physical and technological), and on the need to align the internal actions of the company to maximize customer satisfaction. Concepts such as pre-action and reaction to customer needs, the contextualization of products/services and the definition of customer targets based on value, compatibility and strategicity are also explored. Finally, the importance of shared responsibility between the different company departments to ensure customer satisfaction is highlighted.

The customer culture requires a vision that integrates the understanding of customer needs, the definition of effective experience paths, and shared responsibility among all members of the organization. The goal is to create value for the customer and for the company, through efficient internal processes and long-term relationships.

Key Points

Customer Definition and its Levels

Levels: Person: The individual customer with specific needs. Company: The customer who represents an organization. Intermediaries: Stores, large retailers, companies that use the products/services to satisfy their customers. Corporate: Your company as part of a group. Internal Departments: Complementary functions within the company. Importance of distinguishing between: Direct Customer: The immediate customer with whom you interact. End Customer: The end user who benefits from the product or service.

Customer Journey and Touchpoints

Experience: The entire customer journey, from start to finish. Touchpoints: Specific interactions (physical or technological) between customer and company. "Corridor": The path that the customer travels, where he can choose specific actions. Contribution of Departments: Each department contributes to the customer experience through its actions and results.

Market Contexts and Dynamics

Saturated Market: High competition, similar offers between competitors. Flat Market: Similar products/services in terms of price and features. Importance of Differentiation: Focus on the impact of daily actions on customer satisfaction.



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Preaction and Reaction: Preaction:

Act by thinking about customer satisfaction first, preventing problems. Reaction: Intervene in case of exceptions, learning for the future. Continuous Cycle: Reaction contributes to a new preaction, improving the customer experience over time.

Customer Perspective (Customer Awareness)

Awareness: Understanding how the customer lives the experience, important for the organization of work. Differentiated Vision: The customer sees things differently than the company, depending on their needs and priorities. Importance of Context: Understanding the customer's work environment to make the product/service more attractive. Behaviors and Habits: Customer behaviors influence satisfaction and the efficiency of internal processes.

Company Role and Shared Responsibility

Specific Role: Each person has a defined role and promises a result consistent with the customer's expectations. Dynamics: Internal organization, clear communication, work result. Shared Responsibility: The company's success is the result of everyone's efforts, with responsibility that extends to customers (involving and empowering them). Customer Segmentation: Identify different customer targets to offer appropriate procedures and behaviors.

Accessibility and Customer Experience

Urgent and Essential Need: Extreme situation to understand the dynamics of the customer experience. Accessibility: Ease with which the customer can reach a service/product (e.g. having the phone number at hand). Customer Journey: Necessity, evaluation, need, accessibility, satisfaction. Basic Corridor: Path common to all customers. Optional Services: Additional services offered to customers. Alternatives: Possibility to choose between different access and use options.



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	Any role	Intermediate	Manager
1	<p>Who is our customer? End customers and direct customers Definition and purposes External needs and internal needs Experience and contact The corridor we make customers go through: how important is it?</p>	<p>Who is concerned with CC in the company? Who benefits from the fruit of our work? End customers and direct customers From Direct Marketing to Customer Culture Definition and purposes External needs and internal needs The corridor we make customers go through: how important is it?</p>	
2	<p>The context The dynamics Pre-action and reaction Maintain effectiveness and efficiency</p>	<p>Case study to understand the dynamics Saturated markets: is it worth it? Create new areas Pre-action and reaction</p>	
3	<p>Our seat in the corridor The common language The interdependencies How to tell if it works</p>	<p>Customer Experience Daily work and internal / external needs Which points to guard</p>	
4	<p>The Clarity The environment in which our product / service is used Easy to decide Know what to do Habits and integration Long-term benefits</p>	<p>The customer perspectives The environment in which our product / service is used Easy to decide Know what to do Habits and integration Long-term benefits Efficiency Vs satisfaction Competition: how to behave?</p>	
5	<p>In the company and in one's role The fruit of our work: where does it go? Shared responsibility How much to involve the customer? Target customer: Characteristics or use?</p>	<p>In the company and in one's role Responsibility and degree of participation How much to involve the customer? Target customer: characteristics or use?</p>	
6	<p>Essential and urgent needs: how to prepare? How accessible are we? How? The flow / corridor: does it flow? Base, optional, alternative What to ask to understand How to keep the corridor adequate</p>	<p>Essential and urgent needs: How to prepare? How accessible are we? The flow / corridor: Does it flow? Base, optional, alternative What to ask to understand How to keep the corridor adequate</p>	
7		<p>Involve colleagues The daily vision Knowing how to decide Knowing how to prioritize Contact and complementary departments Personal, departmental and business goals</p>	
8			<p>Customer Culture companies Guidelines Methods Vision</p>
	Any role	Intermediate	Manager

