

7 Acts of Customer Centric Pro[®]

7 Acts of Customer Centric Pro[©]

Empathize with Customers

Take **Ownership**

Analyze the Reason

Create **Buy-in**

Test & Implement **Solution**

Become a **Role Model**

Establish **Rituals**

A 7 step process to become
customer centric

A guideline for individuals
& teams

Relevant for daily tasks,
problem solving and
culture building

Used for pain points
removal and opportunity
identification

Empathize with Customers

You acquire emotional awareness of internal/external customers and their challenges through Gemba Observation, Active Questioning, Listening & Empathy Mapping.

Take **Ownership**

You are no more an observer, instead you proactively take ownership of customer situation. You know the difference between Accountability & Responsibility and you clarify others' role, too.

Analyze the Reason

You analyze and find out the root causes for customer pain points* by using Customer Journey Mapping / 5 Why / Control-Impact Matrix or any suitable analysis to validate them.

Create **Buy-in**

You identify the internal/external stakeholders involved, understand their abilities & limitations, build strategies & play catch-ball with them to draw agreement to engage them in addressing pain points*. You voluntarily put aside your differences in the interest of the customer.

Test & Implement **Solution**

You come up with solutions to solve the pain points, even if it means you have to challenge the status-quo, policies and processes. You find smart ways to test solutions and then implement them.

Become a **Role Model**

You become a role model in your organization. Others look up to you for your proactiveness, innate passion & skills to put customer at the heart of your business.

Establish **Rituals**

You establish rituals in the organization to drive the above behaviours and skills across everyone.

Are you looking to train your team on:

7 Acts of Customer Centric Pro[©]

We also offer customized workshop on :

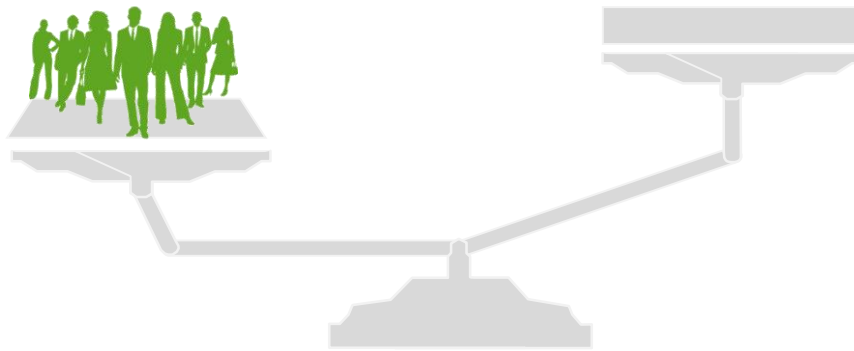
[Click to view curriculum](#)

[Customer Experience Master class](#)

[B2B CX Leapfrogging](#)

[Customer Interview Skills](#)

[Design Thinking](#)



Do You Imagine Your Company with:

Higher Profitability

Predictable Performance

Best-in-Class CX

Higher Agility

Contact us:

suba@collaborat.com

+9176615766

