

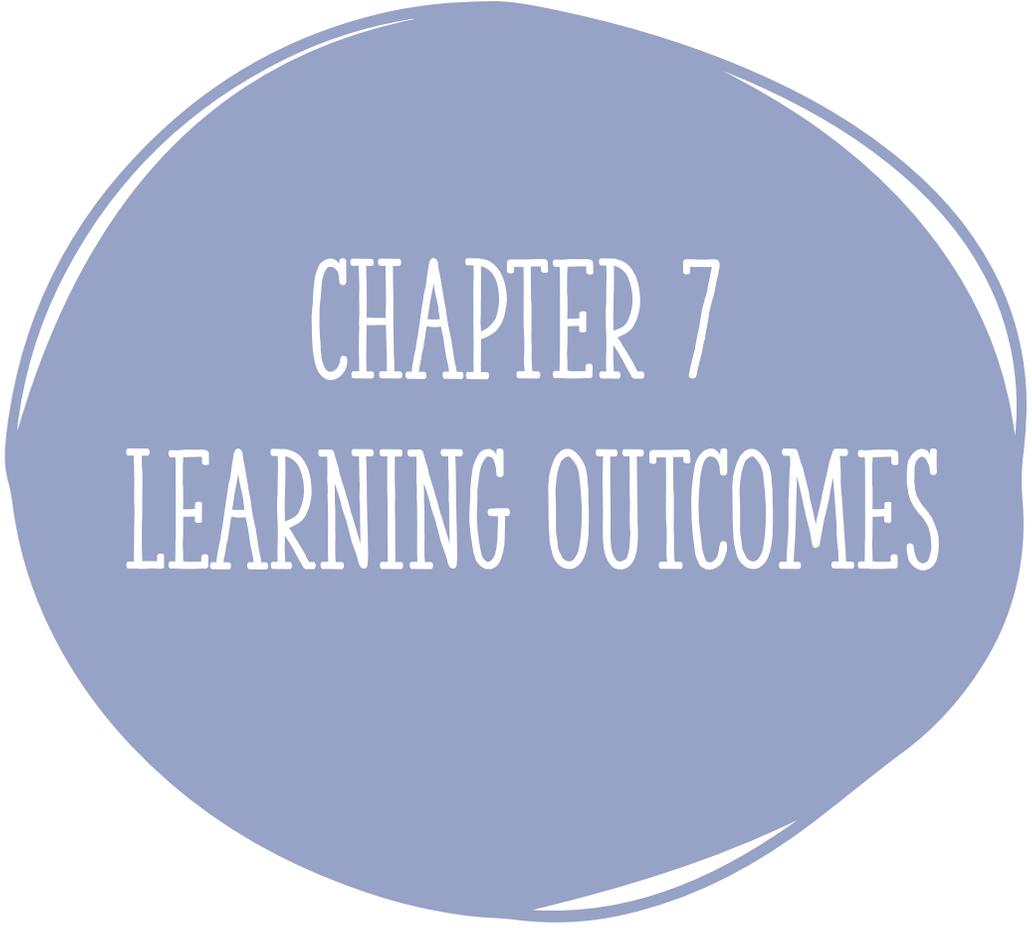
DESIGNING PRODUCTS, SERVICES, AND PROCESSES WITH CUSTOMERS IN MIND

Chapter 7

Customer Centric Strategy

Kerri Shields | Pressbooks





CHAPTER 7

LEARNING OUTCOMES

1. List five ways in which an organization can gather customer insights toward product innovation.
2. Discuss how a company can make products that are customer centric.
3. Discuss how a company can offer services that are customer centric.
4. Discuss how a company can develop processes that are customer centric.



CUSTOMER CENTRIC PRODUCTS

It is imperative to conduct research into customer preferences, social trends, competitor behaviour, and sales patterns before product development.

Some products improve the customer experience:

- Apple is known for making products customers enjoy.
- LEGO has long seen the value in co-creating products with customers (both young and old).
- Disney is working to reduce the indirect greenhouse gas emissions.

Can you think of a few more examples?

7 STAGES OF NEW PRODUCT DEVELOPMENT (NPD)



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1. Generating Ideas
2. Screening Ideas
3. Creating a Product Strategy
4. Building a Product Roadmap
5. Prototyping
6. Testing
7. Launching the New Product

GATHER CUSTOMER INSIGHTS - CONDUCT MARKET RESEARCH



Hold focus groups



Conduct surveys



Gather feedback



Track clicks and emails



Observe trends

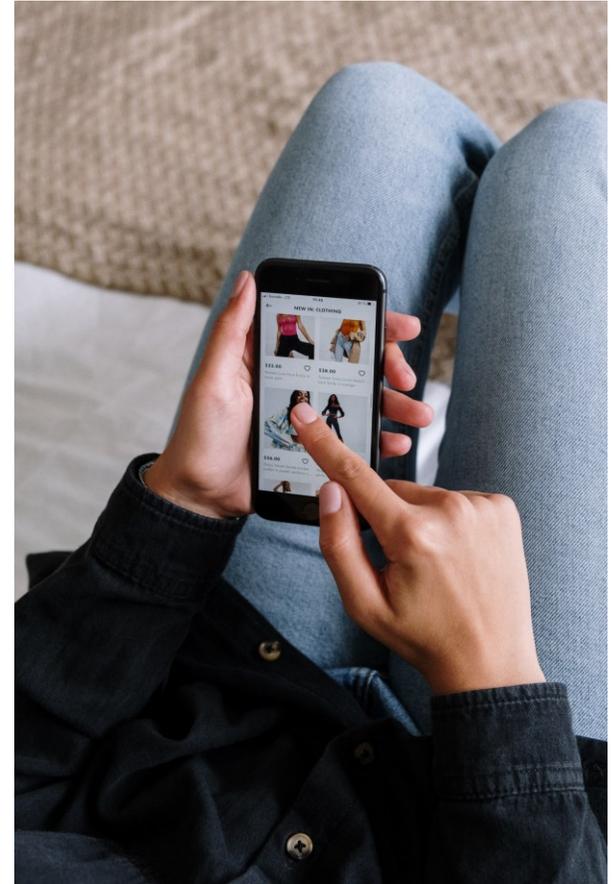


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CUSTOMER CENTRIC SERVICES

An amazing customer experience is one of the biggest competitive advantages a company can have.

Some services improve the customer experience:

- Starbucks' mobile app
- IKEA's in-store café and child play center
- Amazon's lost package replacement

Can you think of a few more examples?

CUSTOMER CENTRIC PROCESSES

The way in which a company gets things done can have a positive or negative impact on the customer experience.

- Some processes improve the customer experience:
- Kaiser Permanente offers an option for virtual appointments
- Best Buy offers personalized advice and at home visits
- Amazon offers one-day shipping and easy returns

Can you think of a few more examples?



CHAPTER 7: THE END
