

# DESIGNING PRODUCTS, SERVICES, AND PROCESSES WITH CUSTOMERS IN MIND

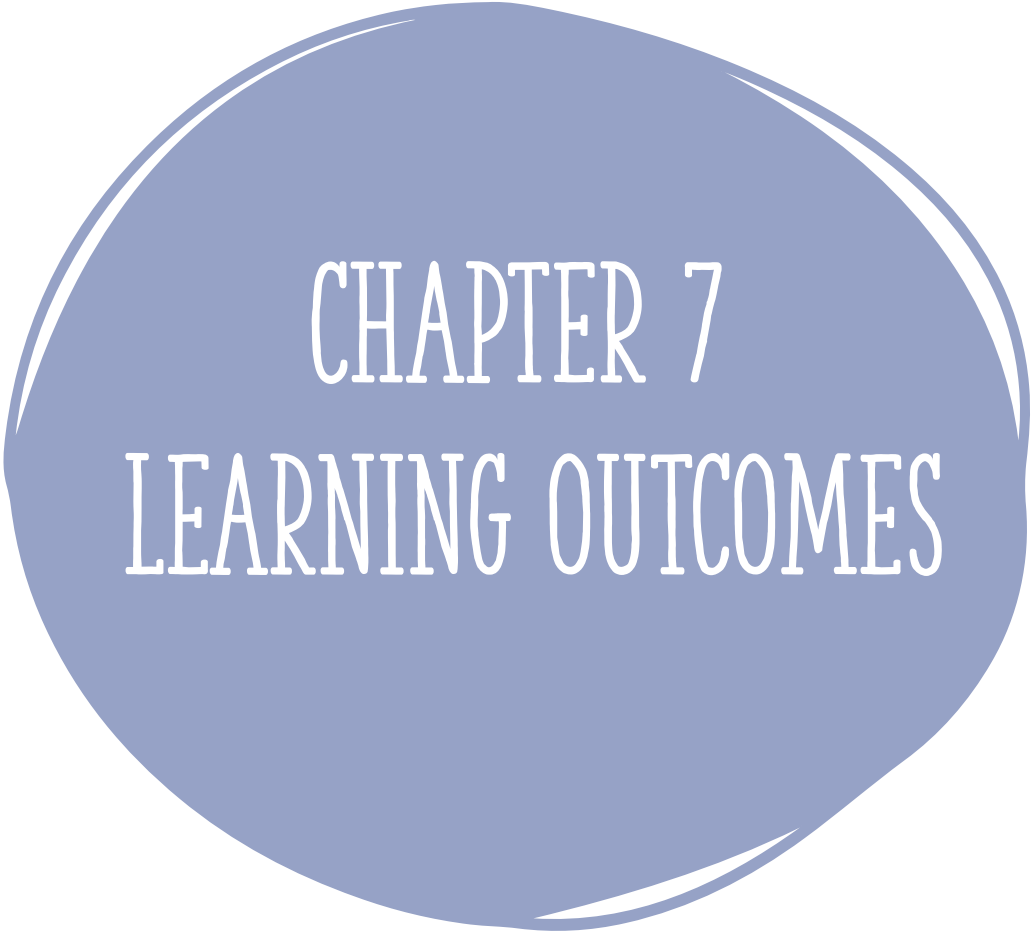
Chapter 7

Customer Centric Strategy

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## 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

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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

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Hold focus groups



Conduct surveys



Gather feedback



Track clicks and emails



Observe trends

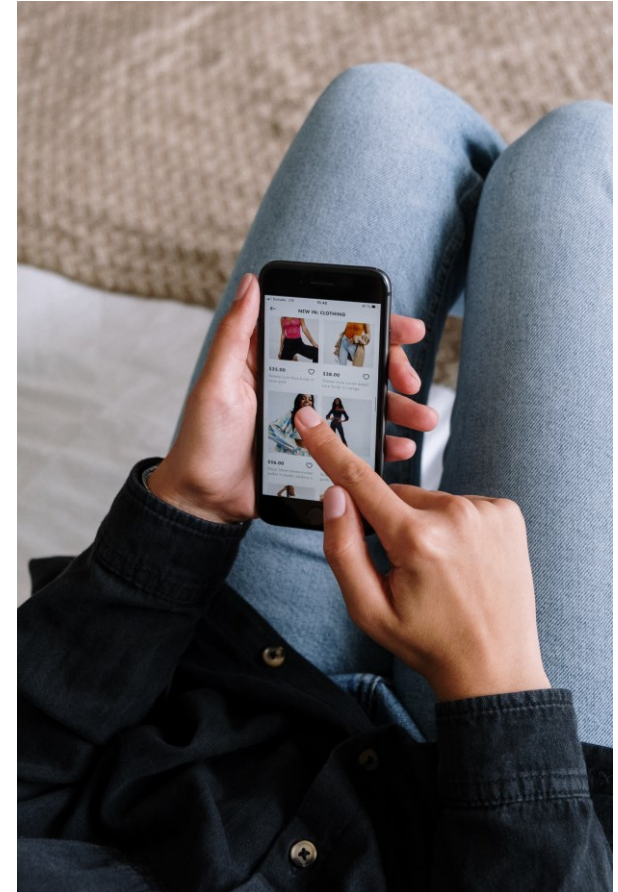


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# CUSTOMER CENTRIC SERVICES

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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

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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

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