CUSTOMER CENTRICITY
• From Customer Service to Customer Experience & User Journeys
• Looking for a seamless holistic experience
• Customers – more informed, mobile, influential & Social
“Start with the Customer Experience First ..
..and work your way backwards to technology”

Steve Jobs
HOW IS THE CUSTOMER BETTER OFF?
• Feedback loop
• Innovation, Experimentation
• One source of truth, trusted and shared
• New Operating Models
• Challenges legacy systems, processes and cultures
• Organic adoption – the only way to make change stick
• Lean on planning, agile on execution
• Solving the problem rather than planning to solve it
• Less is more
• Focus on what truly matters
“A WEALTH OF INFORMATION CREATE

A POVERTY OF ATTENTION”

Herbert Simon
Why Culture?

“when starting a new company or initiative, culture is the most important thing to consider.”

Eric Schmidt
Executive Chairman, Google
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Inspired by HubSpot Culture Code
• Decisions
• Execution
• Put the pieces together
• Whole is greater than the sum of its parts
• Balance
• One time fix
• Reminded, Nurtured and Maintained
“..The Power of Team Trumps All..”
ASK NOT WHAT YOUR CUSTOMERS CAN DO FOR YOU
ASK WHAT YOU CAN DO FOR YOUR CUSTOMERS
Focus on the User and all else will follow...
CUSTOMER CENTRICITY ICEBERG

1. Technology
2. Change
3. Speed
4. Agile
5. Collaboration
6. Focus
7. Culture
Thank You!

DvirYuval