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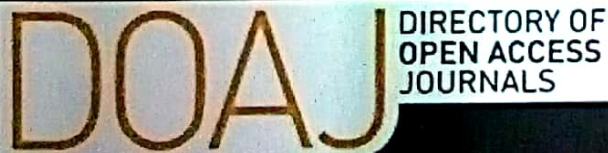


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CUSTOMER CENTRIC MANAGEMENT

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ABSTRACT: The marketing Function has undergone a dramatic shift in the past centuries. Mass marketing come into vogue in all over the world. In present condition, the marketing functions remains concerned with serving customer and consumers effectively. So the author says that marketing functions gradually shifted from mass marketing to segmented marketing. In turn it moves towards customer centric marketing In practical if the business persons wants to with stand in the marketing field means they must concentrate in fulfilling the needs and wants of each individual customer on the basis of this the author stress her views on the customer centric marketing.

Key words: Customer centric, Customer centric marketing, Best Practices to becoming a Customer Centric

INTRODUCTION:

Customer centricity is not just about offering great customer service, it means offering a great experience from the awareness stage, through the purchasing process and finally through the post-purchase process. It's a strategy that's based on putting our customer first, and at the core of our business.

Customer centric: It is a way of doing business with our customer in a way that provides a positive customer experience before and after the sale in order to drive repeat business, customer loyalty and profits. A customer-centric company is more than a company that offers good service.

Customer-centric marketing: It is a strategy that places the individual customer at the center of marketing design and delivery.

Customer-centric: It is an approach to doing business that focuses on providing a positive customer experience both at the point of sale and after the sale in order to drive profit and gain competitive advantage

Customer-Centric Innovation or CCI: At the heart of CCI is a rigorous customer R&D process that helps companies to continually improve their understanding of who their customers are and what they need, by so doing, they consistently create or improve their customer value proposition.

Factors of Customer Centric:

- i) Customer focused relationship
- ii) Understanding our customer
- iii) Design the experience
- iv) Empower the front line

- v) Matrix that matter
- vi) Feed back for continuous improvement

These are the various factors for which the due attention must given by the business organisation for developing their business into a Customer centric.

The power shift between brand and customer happened during the economic downturns. Customers became more selective in which brand they chose to spend their money with – The winning brands were the ones who treated their customers with respect, with great service, and built a relationship with them that still exists today

E.g: Amazon and Zappos are prime examples of brands that are customer centric and have spent years creating a culture around the customer and their needs. Their commitment in delivering customer value is genuine – In fact, Zappos is happy to punish the employees if they do not fit within their customer centric culture!

Best Practices to becoming a Customer Centric Company:

By being customer centric, we will want to anticipate customers' needs and delight them with products and services they may not have thought of, but will immediately fall in love with (ie, Apple's iPhone or iPad). Thus, the customer centric brand creates products, processes, policies and a culture that is designed to support customers with a great experience as they are working towards their goals.

ATTRIBUTES OF A CUSTOMER-CENTRIC ORGANIZATION

- Commit to Customer Success
- Engage with Customers from the Get Go
- Customer commitment from the top down
- Engender a Customer-Centric Culture
- Recognize the Customer across all Lines of Business
- Design Processes and Policies from the Customer's Point of View
- Measure What Matters to Customers
- Encourage Customer Innovation

THE FOUR BEST PRACTICES THAT STAND OUT REGARDING CUSTOMER-CENTRICITY ARE:

1. Brands that are committed to customer centricity are passionate, and truly believe the customer comes first. They believe that without the customer, they cannot succeed in business (which is true) and want to see the world through the customer's eyes. Marketers inside customer-centric organizations understand what customers want, and use customer data to capture customer insights and share this across the organization.
2. Brands that are committed to customer centricity focus on what the customer wants and needs, and develop products and services around that.
3. Brands that are committed to customer centricity focus on building relationships designed to maximize the customer's product and service experience.

4. Brands that are committed to customer centricity analyze, plan and implement a carefully formulated customer strategy that focuses on creating and keeping profitable and loyal customer.

CONCLUSION: The shift towards becoming a truly customer centric organization is both complex and long but, do not be put off by this as even the smallest changes to policy and processes can have a significant benefit for both employee and our customer. Always put ourselves in the shoes of the customer and minimize customer effort and maximize customer value. To succeed in this fast-changing environment and achieve sustainable top-line growth, we must need to focus on redefining customer relationships, transforming business models to embrace data and digital and introducing an innovative culture in support of customer centric

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ABOUT THE JOURNAL

The mission of the Journal of Management and Science is to develop the sharing of facts across the management and science area. The key disciplines are Women Studies, Mathematics, Science, Management, Organizational Studies, Entrepreneurship, Enterprise, Innovation, Human Resources Management, Computer Science, Physics, Chemistry and Biology. The above list is not extensive and papers representing any other management and science field will be considered.

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