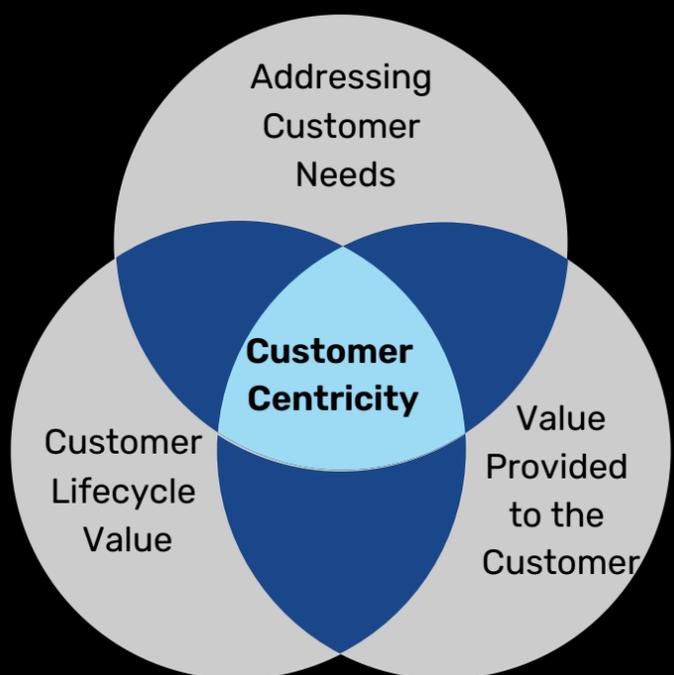




# CUSTOMER CENTRICITY

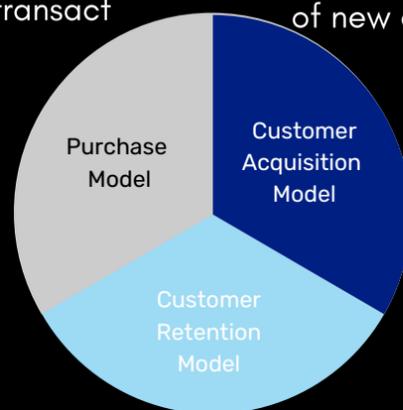
Customer centricity is the ability of people in an organization to understand customers' situations, perceptions, and expectations.

## THREE CORE FACTORS THAT CAN DEFINE 'CUSTOMER-CENTRICITY'



## CUSTOMER CENTRICITY MODEL

Forecasting how frequently your customers will transact with you



Forecasting the inflow of new customers

Forecasting how long customers will remain with you and your products

## THE 3 CUSTOMER-CENTRIC METRICS TO KNOW

- I. Customer Churn Rate
- II. Net Promoter Score (NPS)
- III. Customer Lifetime Value (CLV)

## How Can a Growing Business Become Customer-Centric?

- Leadership & culture
- Gap identification & innovation
- Assigning the right responsibilities to each department
- Track metrics & share knowledge across departments

