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# Customer Centricity Focus On The Right Customers

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Focus on the Right Customers for Strategic Advantage

40 Lessons That Turn Customer Feedback Into Gold

Focus on the Right Customers for Strategic Advantage

Why Smart Marketing Is about Help Not Hype

The Customer Culture Imperative: A Leader's Guide to Driving Superior Performance

A Customer-Centric Approach to Accelerate Market Growth

CliftonStrengths for Students

Customer Centricity

How to be Customer-Led

What Great Brands Do

Strategies for Building a Customer-Centric Organization

A Pragmatic Framework

Connected Strategy

Lean Product and Process Development, 2nd Edition

A Guide to Strategy, Structure, and Process

Customer at the Heart

Woo, Wow, and Win

Culture Transformation  
Making Customers the Focus of Everything You  
Do  
Implement a Winning Strategy Driven by  
Customer Lifetime Value  
10 Guiding Principles for Winning Tomorrow's  
Business  
Listen Or Die  
Foundations for Customer Centricity  
Scenario-Focused Engineering  
Youtility  
Building a Culture for Success (Revised Edition)  
Implement a Winning Strategy Driven by  
Customer Lifetime Value  
Leveraging Branding for Long-Term Growth  
Customer Understanding  
Handbook on Customer Centricity  
The Customer-Centric Blueprint  
Customer Centricity  
Your Strengths Journey Begins Here  
Finance and Accounting for Better Decision-  
Making  
Building Continuous Customer Relationships for  
Competitive Advantage  
The Seven Brand-Building Principles that  
Separate the Best from the Rest  
The Customer of the Future  
Customer-Centric Leadership: 8 Principles for a  
Customer-Centric Culture

## **GALVAN**

*Focus on the Right Customers for Strategic Advantage*  
Violetear Press  
State-of-the-art analytic and quantitative methods for using big data to craft effective real-time, dynamic customer-centric marketing plans. The revolution in big data has enabled a game-changing approach to marketing. The asynchronous and

continuous collection of customer data carries rich signals about consumer preferences and consumption patterns. Use of this data can make marketing adaptive, dynamic, and responsive to changes in individual customer behavior. This book introduces state-of-the-art analytic and quantitative methods for customer-centric marketing (CCM). Rather than using a

snapshot from the data to plot a single campaign-centric marketing plan, these methods draw on cutting-edge research in optimization and interactive marketing with the goal of maximizing long-term profit from data collected over time. The aim is to teach readers to apply optimization tools to derive analytical solutions leading to customized, dynamic, proactive, and

real-time marketing decisions. The book develops the CCM framework and illustrates it with four cases that span the life cycle of marketing: pricing, win-back, cross-sales, and customer service allocation. The text walks the reader through real-world examples of applying the framework (supported by spreadsheet models available online), then explains the key concepts:

modeling consumer choice; segmenting customers into latent classes based on sensitivity; computing customer lifetime value (CLV); and dynamic optimization. The reader then learns to incorporate the continuous learning of customer preference into an adaptive feedback loop for marketing decisions. The book can be used as a text for MBA students or as a professional

reference. This book is based on joint research developed at Carnegie Mellon University when both authors were on the faculty at the Tepper School of Business.

**40 Lessons That Turn Customer Feedback Into Gold**

Penguin  
2019 AXIOM BUSINESS BOOK AWARD WINNER  
Featured in Forbes, NPR's Marketplace, and a Google Talk, The Customer Centricity Playbook

offers "actionable insights to drive immediate value," according to Neil Hoyne, Head of Customer Analytics and Chief Analytics Evangelist, Google. How did global gaming company Electronic Arts go from being named "Worst Company in America" to clearing a billion dollars in profit? They discovered a simple truth—and acted on it: Not all customers are the same, regardless of how they appear on the surface. In The Customer Centricity Playbook, Wharton School professor Peter Fader and Wharton Interactive's executive director Sarah Toms help you see your customers as individuals rather than a monolith, so you can stop wasting resources by chasing down product sales to each and every consumer. Fader and Toms offer a 360-degree analysis of all the elements that support customer centricity within an organization. In this book, you will learn how to: Develop a customer-centric strategy for your organization Understand the right way to think about customer lifetime value (CLV) Finetune investments in customer acquisition, retention, and development tactics based on customer heterogeneity Foster a culture that

sustains customer centricity, and also understand the link between CLV and market valuation. Understand customer relationship management (CRM) systems, as they are a vital underpinning for all these areas through the valuable insights they provide. Fader's first book, *Customer Centricity*, quickly became a go-to for readers interested in focusing on

the right customers for strategic advantage. In this new book, Fader and Toms offer a true playbook for companies of all sizes that want to create and implement a winning strategy to acquire, develop, and retain customers for the greatest value. "A must-read."—Aimee Johnson, Chief Marketing Officer, Zillow  
"The Customer Centricity Playbook offers fundamental

insights to point organizations of any size in the right direction."—Rob Markey, Partner, Bain & Company, Inc., and coauthor, *The Ultimate Question 2.0*  
"Peter Fader and Sarah Toms offer transformative insights that light the path for business leaders."—Susan Johnson, Chief Marketing Officer, SunTrust Banks  
*Focus on the Right Customers for Strategic Advantage*

Management Books 2000 In Fast-Track Your Business, author Laura Patterson offers step-by-step guidance for acquiring customer insights, creating customer-centric outcomes, and developing strategies and measurable executable plans.

**Why Smart Marketing Is about Help Not Hype**

John Wiley & Sons "e;A true culture transformation should outlast the management

that initiated it."e; In his latest book, Phil Geldart, CEO of Eagle's Flight, discusses:How and where to startMeasuring the impactThe role of leadershipHow to change behaviorThe importance of convictionWho should do whatThe role of HRand substantially more...The book also includes an action planning workbook with the 30 most crucial questions to address in order to

ensure success. The Customer Culture Imperative: A Leader's Guide to Driving Superior Performance University of Pennsylvania Press Every organization is aware of the importance of customer-centricity. Delivering a great customer experience is a priority for many companies. To achieve this, all sorts of methods are used to take the customer experience to

the next level. However, too little attention is paid to one key aspect: leadership. In this book, Sydney Brouwer links customer-centricity and leadership. He zooms in on the role of the leader. After all, as a leader you are responsible for creating a culture that encourages everyone to understand and act on the interest of the customer. What should a leader do to make customer experience a priority for

everyone in the organization? How can he enable and encourage customer-centric behavior? By using inspiring cases and examples from companies like Disney, citizenM and BMW, Sydney takes you on a journey along eight principles that will help leaders build a customer-centric culture. A culture that creates enthusiastic customers and employees. A Customer-

Centric Approach to Accelerate Market Growth  
Kogan Page Publishers  
Great technology alone is rarely sufficient today to ensure a product's success. At Microsoft, scenario-focused engineering is a customer-centric, iterative approach used to design and deliver the deeper experiences and emotional engagement customers demand in new products. In this book,

you'll discover the proven practices and lessons learned from real-world implementations of this approach, including: Why design matters: Understand a competitive landscape where customers are no longer satisfied by products that are merely useful, but respond instead to products they crave using. What it means to be customer focused: Recognize that you are

not the customer, understand customers can have difficulty articulating what they want, and apply techniques that uncover their unspoken needs. How to iterate effectively: Implement a development system that is flexible enough to respond to early and continuous feedback, and enables experimentation with multiple ideas and feedback loops simultaneously

y. How to bridge the culture gap: In an engineering environment traditionally rooted in strong analytics, the ideas and practices for scenario-focused engineering may not be intuitive. Learn how to change team mindset from deciding what a product, service, or device will do, to discovering what customers actually want and what will work for them in real-life scenarios.

Connections with Lean and Agile approaches: See the connections, gaps, and overlaps among the Lean, Agile, and Scenario-Focused Engineering methodologies, and achieve a more holistic view of software development. Routledge A new set of organizations has discovered a new formula: they combine customer-centricity with innovative power. These organizations have created

a completely outside-in approach to the market. Not driven by what they're good at, they start with the market and design their strategy around it, replacing practices of the past with a new set of capabilities which enable them to be ahead of the curve in discovering new market opportunities. Whereas the traditional value chain model regards the market as the end-outcome of the efforts of

the organization, the reversed value chain model starts there. The customer is the starting point and the value chain is the result of understanding customer needs and requirements. Customer Innovation presents this unique case for developing the outside-in organization to drive your business success, combining market orientation with innovation to enable actionable

positive change in the way your company does business. Winner of the Innovation and Entrepreneurship category of the 2015 CMI Management Book of the Year Awards, Customer Innovation provides every business with the framework it needs to combine customer focus with innovation to achieve success. It is packed with real world examples from a range of leading

global companies including Disney, Coca-Cola, LEGO, Eurex, Netflix, KLM, Carglass, Komatsu, Callebaut and more to help you put market awareness at the heart of your business. **CliftonStrengths for Students** Kogan Page A leading expert in the emerging field of 'customer-centricity' shows how it can be used to revolutionise business and personal performance. **Customer Centricity**

Random House In this interconnected world dominated by social media, consumers' voices are broadcast louder and wider than ever before. Companies are faced with the choice to either listen to their customers and thrive...or eventually die. No matter what industry you're in, you need to deliver an exceptional experience to customers that will make them want to shout your

name from the rooftops! In Listen Or Die, customer experience expert Sean McDade presents 40 quick, easy-to-use best practices for creating an exemplary Voice of Customer (VoC) program. With advice on every step of the process-from understanding customer centricity to rallying executive support to asking customers the right questions-Sean gives

you the tools you need to build a VoC program that delivers ROI, turning customer feedback into gold. In just a few hours, you'll learn how to develop a competitive edge by managing your customer experience to drive real, impactful business results. It's time to go beyond average, become truly customer-centric, and take your business to extraordinary new levels.

**How to be Customer-Led** McGraw Hill Professional 2019 AXIOM BUSINESS BOOK AWARD WINNER Featured in Forbes, NPR's Marketplace, and a Google Talk, The Customer Centricity Playbook offers "actionable insights to drive immediate value," according to Neil Hoyne, Head of Customer Analytics and Chief Analytics Evangelist, Google. How did global

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develop, and retain customers for the greatest value. "A must-read."-- Aimee Johnson, Chief Marketing Officer, Zillow "The Customer Centricity Playbook offers fundamental insights to point organizations of any size in the right direction."-- Rob Markey, Partner, Bain & Company, Inc., and coauthor, *The Ultimate Question 2.0* Peter Fader and Sarah Toms

offer transformative insights that light the path for business leaders."-- Susan Johnson, Chief Marketing Officer, SunTrust Banks *What Great Brands Do* University of Pennsylvania Press The Web has changed the game for your customers— and, therefore, for you. Now, *CustomerCentric Selling*, already recognized as one of the premier methodologies for managing

the buyer-seller relationship, helps you level the playing field so you can reach clients when they are ready to buy and create a superior customer experience. Your business and its people need to be “CustomerCentric”—willing and able to identify and serve customers’ needs in a world where competition waits just a mouse-click away. Traditional wisdom has long held that

selling means convincing and persuading buyers. But today’s buyers no longer want or need to be sold in traditional ways. CustomerCentric Selling gives you mastery of the crucial eight aspects of communicating with today’s clients to achieve optimal results: Having conversations instead of making presentations. Asking relevant questions instead of

offering opinions. Focusing on solutions and not only relationships. Targeting businesspeople instead of gravitating toward users. Relating product usage instead of relying on features. Competing to win—not just to stay busy. Closing on the buyer’s timeline (instead of yours). Empowering buyers instead of trying to “sell” them. What’s more, CustomerCentric Selling teaches and

reinforces key tactics that will make the most of your organization's resources. Perhaps you feel you don't have the smartest internal systems in place to ensure an ideal workflow. (Perhaps, as is all too common, you lack identifiable systems almost entirely.) From the basics—and beyond—of strategic budgeting and negotiation to assessing and developing

the skills of your sales force, you'll learn how to make sure that each step your business takes is the right one.

**Strategies for Building a Customer-Centric Organization**

Gower Publishing, Ltd.

Designing the Customer-Centric Organization offers today's business leaders a comprehensive customer-centric organizational model that clearly shows how to put in

place an infrastructure that is organized around the demands of the customer. Written by Jay Galbraith (the foremost expert in the field of organizational design), this important book includes a tool that will help determine how customer-centric an organization is—light-level, medium-level, complete-level, or high-level—and it shows how to ascertain the appropriate level for a

particular institution. Once the groundwork has been established, the author offers guidance for the process of implementing a customer-centric system throughout an organization. Designing the Customer-Centric Organization includes vital information about structure, management processes, reward and management systems, and people practices. *A Pragmatic Framework*

Porcupine Press Trading Under Dgr Writing & Resear The branding bible for today's globalized world Today, brands have become even more important than the products they represent: their stories travel with lightning speed through social media and the Internet and across countries and diverse cultures. A brand must be elastic enough to allow for reasonable

category and product-line extensions, flexible enough to change with dynamic market conditions, consistent enough so that consumers who travel physically or virtually won't be confused, and focused enough to provide clear differentiation from the competition. Strong brands are more than globally recognizable; they are critical assets that can make a significant contribution to

your company's bottom line. In *Global Brand Power*, Kahn brings brand management into the 21st century, addressing how branding contributes to the purchase process and how to position a strong global brand, from identifying the appropriate competitive set, offering a sustainable differential advantage, and targeting the right strategic segment. This essential guide also covers how

customer ownership of your brand affects marketing strategy, methods for assessing brand value, how to manage a brand for long-term profitability, effective brand communications and repositioning strategies, and how to manage a brand in a world of total transparency —where one slip-up can go around the world via social media instantaneously. Filled with

stories about how Coca-Cola, The Estée Lauder Companies Inc., Marriott, Apple, Starbucks, Campbell Soup Company, Southwest Airlines, and celebrities like Lady Gaga are leveraging their brands, *Global Brand Power* is the only book you will need to implement an effective brand strategy for your firm. **Connected Strategy** eBook Partnership Drawing on the expertise of leading

marketing scholars, this book provides managers and researchers with insights into the fundamentals of customer centricity and how firms can develop it. Customer centricity is not just about segmentation or short-term marketing tactics. Rather, it represents an organization-wide philosophy that focuses on the systematic and continuous alignment of the firm's internal

architecture, strategy, capabilities, and offerings with external customers. Lean Product and Process Development, 2nd Edition Lean Enterprise Institute There has been a sea-change in the focus of organizations - whether private or public - away from a traditional product- or service-centricity towards customer-centricity and projects are just as much a part of that

change. Projects must deliver value; projects must involve stakeholders, and Elizabeth Harrin and Phil Peplow demonstrate convincingly that stakeholders are the ones who get to decide what 'value' actually means. Customer-Centric Project Management is a short guide explaining what customer-centricity means in terms of how you work and its importance

for project performance; using tools and processes to guide customer-centric thinking will help you see the results of engagement and demonstrate how things can improve, even on difficult projects. The text provides a straightforward implementation guide to moving your own business to a customer-centric way of working, using a model called Exceed and provides some

guidance for ensuring that customer-centricity is sustainable and supported in the organization. This is a practical, rigorous and well-researched text. It draws on established models and uses the example of project implementation in a healthcare environment to demonstrate the impact of this significant way of thinking about value. The authors can't guarantee

that the Exceed process will radically improve project success rates, and no process can. Adopting a customer-centric mindset and using the Exceed process to measure and monitor customer satisfaction will, however, help you move towards working with happier, more engaged stakeholders. [A Guide to Strategy, Structure, and Process](#)  
McGraw Hill

Professional  
The language  
of business In  
order to  
understand  
how your  
business is  
performing  
right now and  
to evaluate,  
assess, and  
devise new  
strategies to  
boost future  
performance,  
you need  
information.  
Financial  
statements  
are a critical  
source of the  
information  
you need. In  
direct and  
simple terms,  
Richard A.  
Lambert,  
Miller-  
Sherrerd  
Professor of  
Accounting at  
the Wharton

School of the  
University of  
Pennsylvania,  
demystifies  
financial  
statements  
and concepts  
and shows  
you how you  
can apply this  
information to  
make better  
business  
decisions for  
long-term  
profit. You will  
learn to use  
and interpret  
financial data;  
find out what  
we can learn  
from Pepsi,  
Krispy Kreme,  
General  
Motors, and  
other  
companies;  
learn how to  
evaluate  
investment  
strategies;  
and apply

your financial  
know-how to  
develop a  
coherent  
business  
strategy.  
*Customer at  
the Heart*  
Independently  
Published  
What do  
Toyota, Apple,  
and Zappos  
have in  
common?  
CUSTOMER-  
CENTRIC  
CULTURE And  
now, with this  
research-  
based  
method, you  
can replicate  
their success  
with your  
business  
Based on  
more than 60  
studies and  
the authors'  
three-year  
proprietary

research project with more than 100 companies, The Customer Culture Imperative demonstrates that organizations exhibiting a strong "customer-centric culture" do, in fact, produce superior business performance. It provides diagnostic tools and a roadmap for effective implementation, designed to make cultural change concrete and actionable in any organization.

Dr. Linden R. Brown is chairman and co-founder of MarketCulture Strategies Inc. Christopher Brown is the former marketing director for Hewlett-Packard for the South Pacific and is presently a Silicon Valley-based sales and marketing consultant. Woo, Wow, and Win University of Pennsylvania Press Customer centricity focuses on understanding customers' needs and preferences

and on adapting an organisation's service delivery processes to accommodate and satisfy those preferences in order to enhance customer loyalty - which results in increased growth and profitability. The fundamental principle underlying customer centricity is a recognition that customers - and their needs, wants, and aspirations - differ and are

not static. Organisations that adopt a customer centric strategy improve their position through deeper understanding of their customers' needs. The result is a unique competitive advantage that insulates against disruptive threats. The more customer centric an organisation is, the more time its competitors need to respond to its moves and

the more likely it is to bring in new customers (PWC, 2011). There are challenges associated with customer centricity. The first challenge to become a customer centric organisation is to identify genuine needs of customers. This includes knowing how to meet these needs. Most of the time, customers do not know what sort of products/services is most suitable for them and this becomes the key role for

organisations to match their products/services with customer needs. The second challenge is to develop the ability to apply this understanding to their offerings and operationalising these needs throughout the customer experience lifecycle. The third challenge is to overcome the constraints of product centric organisational structures, processes, and systems and facilitating

customers' needs and delivery of services. This can be rectified by enabling employees with the right insight into the customer needs and analytics, and decision tools can unlock tremendous value in the customer base. The next challenge is catching up with changing customers' needs. In a fast paced business environment, where customer needs rapidly change, innovation is a

key to success for any organisation. Organisations move away from closed-innovation and increasingly adopt dynamic open-innovation. To succeed, organisations do not rely just on employees' innovative thinking but seeking fresh ideas beyond organisation's boundaries within customers and other external stakeholders. By looking closely into the above challenges, it

becomes clear that customer centricity has several pillars such as human resource management, customer relationship management, service/product development etc. To master customer centricity organisations should perform well in all pillars. They should have the right employees with the right skills and competencies to delivery unique customer experience. Employees should

become truly engaged and empowered. Organisations should put customers at the heart of everything they do. They should be truly engaged and empowered. Services should be designed and developed to meet customer needs. Service/product's quality should be defined from the customers' point of view and hence customers' perception measurement becomes

crucial. Customer centricity encourages organisations to focus on the lifetime value of customers rather than short term profitability. Customer Lifetime Value (CLV) shows to what extent a customer has already contributed to the profitability of the organisation in the past and how much it is expected to contribute to the future profitability of the business. Two factors will determine

the customer's potential and actual value to the provider over the course of the entire relationship. One is the way the customer's needs and propensity to spend change over time. The other is how well the provider anticipates, monitors, and responds to ongoing change in the customer's viewpoint with appropriate service propositions. So, after acquiring the customer, the

responsibility is to make sure the always offers the right services through the right channel at a price that this customer regards as reasonable and in the manner in which the customer wants to interact with organisation.

### *Culture*

### *Transformation*

HarperCollins  
Some companies are great for customers – not only do they care but they change whole markets to work better

for the customers they serve. Think of Amazon, easyJet and Sky. They make things easier and improve what really matters – obvious, surely? They have also enjoyed huge business success, growing and making plenty of money. The Customer Copernicus answers the question that follows – if it's obvious and attractive why is it so rare? And then it answers a second question,

because Tesco, O2 and Wells Fargo were like this once. Why, having mastered it, would you ever stop? Because all three did, and two ended up in court. The Customer Copernicus explains how to become and how to stay customer-led. Essential reading for leaders and teams who want their organisations to stay competitive by developing a more purposeful and innovative

culture.  
**Making  
Customers  
the Focus of  
Everything  
You Do**  
Harvard  
Business Press  
Let one of the  
world's  
leading  
customer  
centricity  
experts, James  
Dodkins,  
guide you  
along the path  
towards true  
customer  
centricity in a  
book that will  
change the  
way you think  
about  
business  
forever.  
Anything  
great is built  
on solid  
foundations.

That applies  
to buildings,  
the Coliseum,  
the Pyramids  
and the Taj  
Mahal. It  
applies to  
people, Martin  
Luther King,  
Mother Teresa  
and Nelson  
Mandela. This  
also applies to  
stories  
Cinderella,  
Lord of the  
Rings and  
Beauty and  
the Beast.  
Stories are  
everything,  
they stir the  
emotions,  
they galvanise  
the spirit, they  
are a call to  
action. This  
book is all of  
that, helping  
us to see the

obvious  
differently,  
helping us  
take  
immediate  
and tangible  
action to  
improve our  
lives, our work  
and our  
companies. If  
that inspires  
you then know  
you are not  
alone in the  
journey. This  
is a short,  
easy to digest  
and life  
changing  
story.  
Foundations is  
THE business  
story of the  
21st century.  
Think you  
know  
customer  
centricity?  
Think again.