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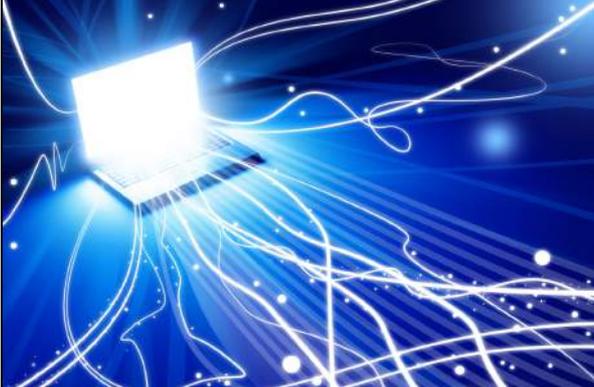
Customer Centricity

How customer centric are Malaysian marketers?



The Game changer

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Transparency

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New 'poster boy' Companies

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New business models

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Zappos.com
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IBM®



Bottom line – Expectations are rising

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Growing consumer power and rising consumer expectations require:

- Consistent improvement of Customer Experience and Customer Value throughout the value chain
- Being compared with ANY company!!



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Implications for marketers

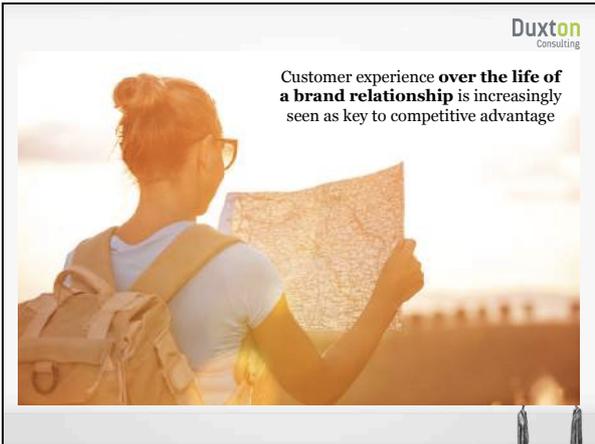
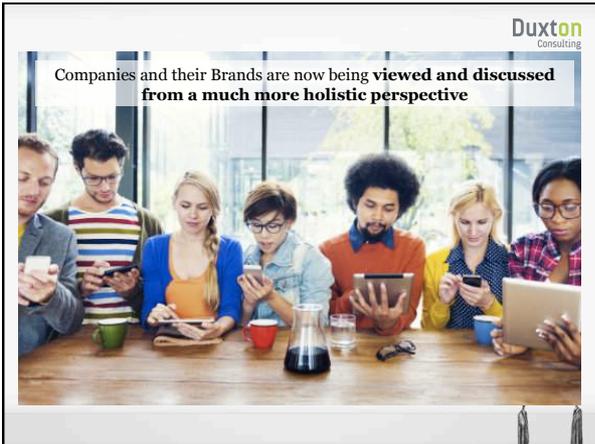


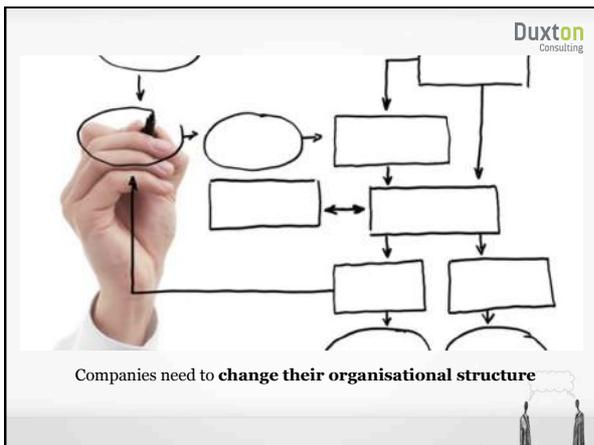
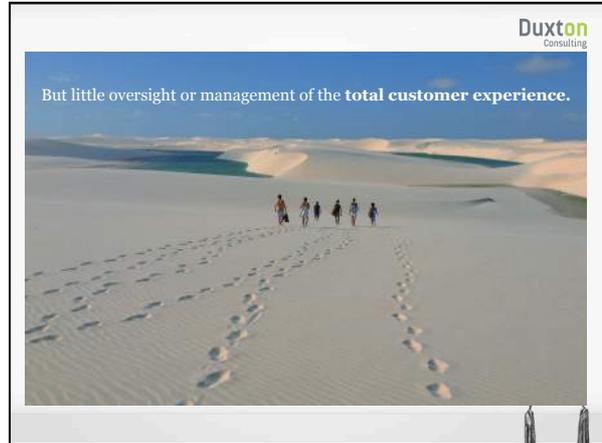
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Marketing Directors are being stretched







Changing roles

Companies will need to give the Marketing Department an **internal coordination** role



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A group of four business professionals in a meeting, looking at a tablet and documents on a table.

Changing roles



as well as an **external communications** role

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A hand holding a red and white megaphone.

Changing roles



Externally, Marketing's role must be **to inspire customer behaviour, and exceed their expectations** everywhere in the consumer's world.

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A tall ice cream cone with multiple scoops of different colors.

Changing roles

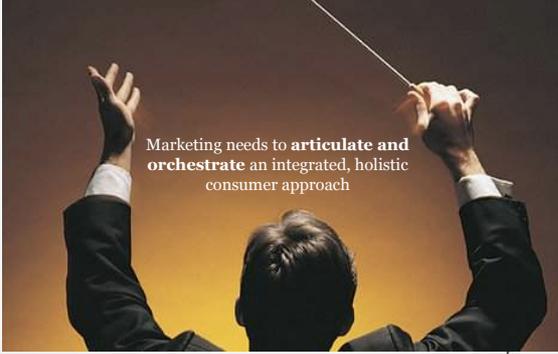


Internally, the Marketing Department must be **relocated at the centre of a Company's operations**

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A hand drawing a central node in a network diagram with other nodes connected to it.

Changing roles Duxton Consulting



Marketing needs to **articulate and orchestrate** an integrated, holistic consumer approach

Changing roles Duxton Consulting



Be responsible for the **end-to-end experience** over the customer's lifetime

Adding value Duxton Consulting



Companies are increasingly enhancing the value of their products or services by *creating customer experiences*.

Adding value Duxton Consulting



Some deepen the customer relationship by leveraging what they know about a given customer to *personalised offerings*.

Adding value

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Others focus on the breadth of the relationship by *adding touchpoints*.



The image shows a hand in a white lab coat pointing towards a network of icons. The icons include a person, a smartphone, a laptop, and a speech bubble, all connected by dashed lines. The background is dark grey.

Changing skills

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Companies are integrating data on *what* consumers are doing with *why* they are doing it



The image features a stylized white brain with glasses. From the top of the brain, various icons representing data and skills emerge, including a smartphone, a laptop, a speech bubble, a star, a Wi-Fi symbol, and a hand. The background is dark with colorful icons.

Changing skills

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So marketers need new skills capability: both technical & strategic



The image shows a man in a dark suit with multiple arms. He is holding various items: a smartphone, a tablet, a globe, a pen, and a briefcase. The background is a light blue gradient.

Changing roles

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The marketing function is slowly migrating from the cost side of the ledger to the **revenue side**.



The image shows a flock of birds flying in a clear blue sky. The birds are silhouetted against the light blue background.

Staying close to the customer yields new revenue Duxton Consulting

Customer centric organisations can engage customers better and achieve better yields



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5 ways to achieve greater customer centricity



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1. Measure customer experience at every touchpoint



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1. Measure customer experience at every touchpoint

Four levels of customer experience:



- Works (does the job)
- Works Well
- Delight
- Experience the brand



2. Real time tracking Duxton Consulting

Move from brand related information to actionable customer data.



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2. Real time tracking Duxton Consulting



- Collect critical data on a bi-weekly/monthly basis
- Identify brand advocates and potential switchers. Analytics to relate their 'markers' to the overall customer database
- Develop immediate programs to add new customer value

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3. More meaningful, actionable segmentation Duxton Consulting



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3. More meaningful, actionable segmentation Duxton Consulting



Stop thinking about customers as data and see them as real human beings

3 Dimensional segmentation:

- Who? Socio-economic
- What? Usage & Behaviour
- Why? Underlying psychological needs

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4. Start thinking and acting like a CCO not a CMO

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4. Start thinking and acting like a CCO not a CMO



- Be the voice of the customer within the organisation
- Cut through organisational silos. Take ownership and responsibility for the customer relationship even if don't have direct line responsibility
- The most important marketing metric may soon change from 'share of wallet' or 'share of voice', to **'share of experience'**.

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5. Share the customer experience

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5. Share the customer experience



- Every quarter become a 'mystery shopper'
- Go through the customer experience.
- Get representatives from every part of the Company to participate.

Strong leaders have a real focus on customer centricity as the highest corporate goal.



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This slide features a photograph of a man in a blue shirt and jeans being held up by a crowd of people. The man is looking towards the right. The background shows a brick building with a window. The Duxton Consulting logo is in the top right corner.

Act now.....or lose the race



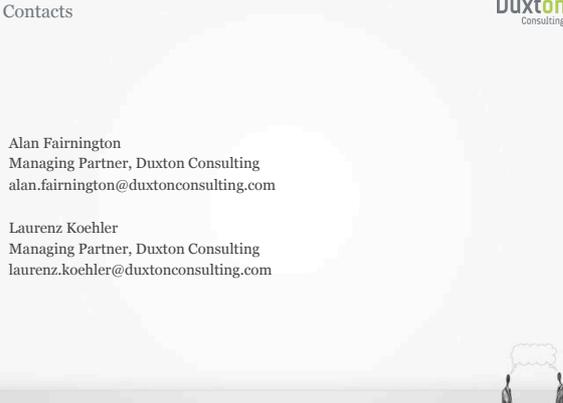
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This slide features a photograph of several men in business suits running on a red track. They are in a starting or running position. The background shows a green lawn and trees. The Duxton Consulting logo is in the top right corner.

Contacts

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This slide has a light gray background with a large, faint circular graphic in the center. The text is on the left side. The Duxton Consulting logo is in the top right corner.