

Sveiki!



Nice to meet you!

Johan Nordqvist, CEO Briox

- Background in international B2B
- Leading Briox AB since May 2020
- Passionate believer in customer-centric leadership



My objective today:

- To provide you with at least one new insight
 - that can help you win more customers

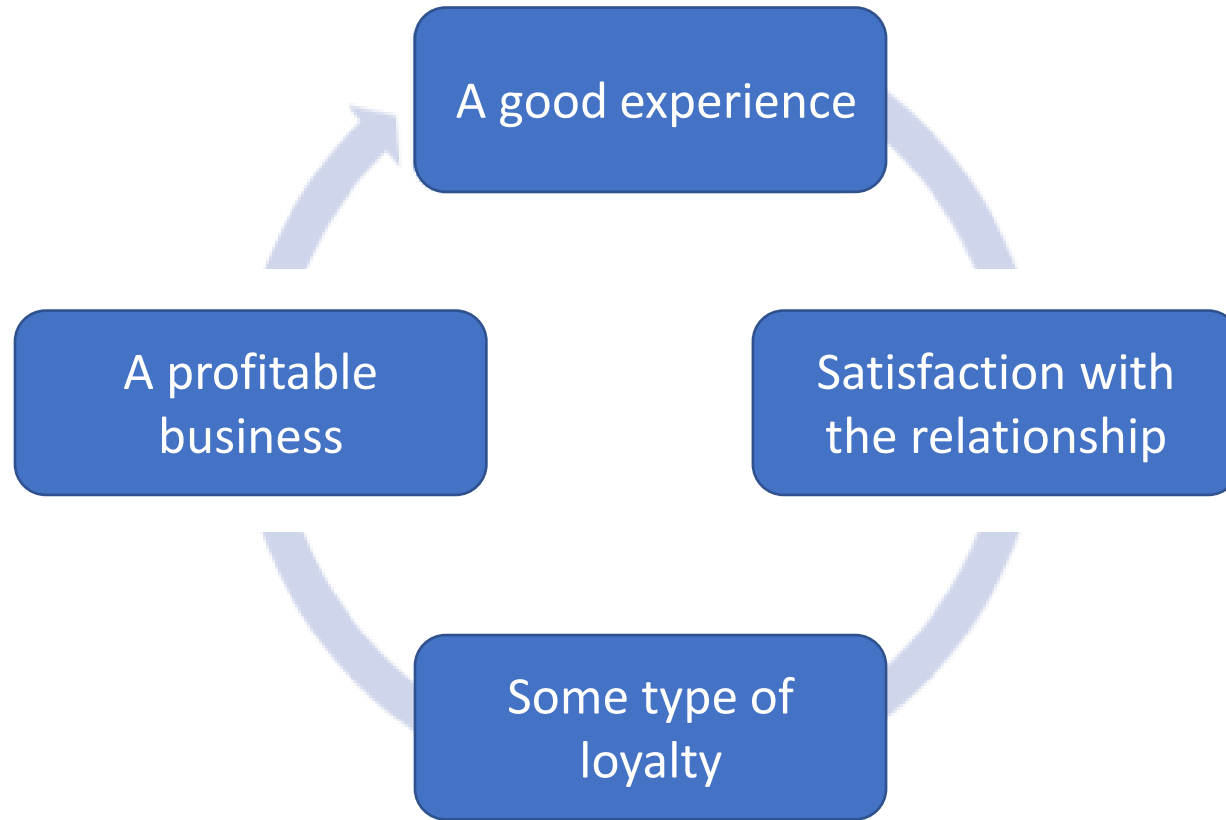
Agenda

1. What does it mean to be customer-centric?
2. Creating a customer-centric culture
3. Inspirational examples

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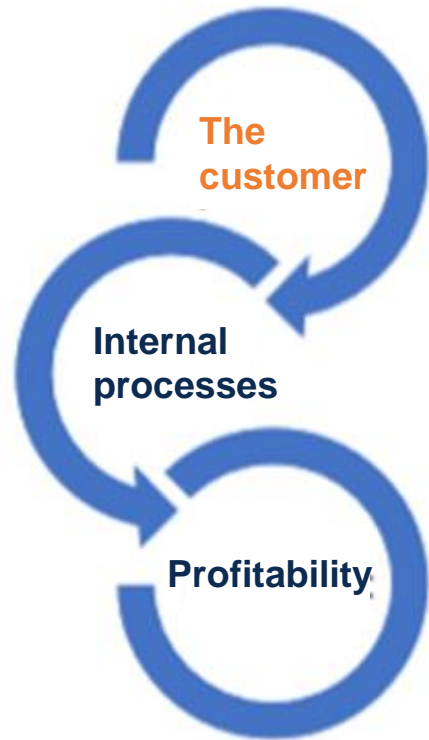
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The road to profitable customer relationships

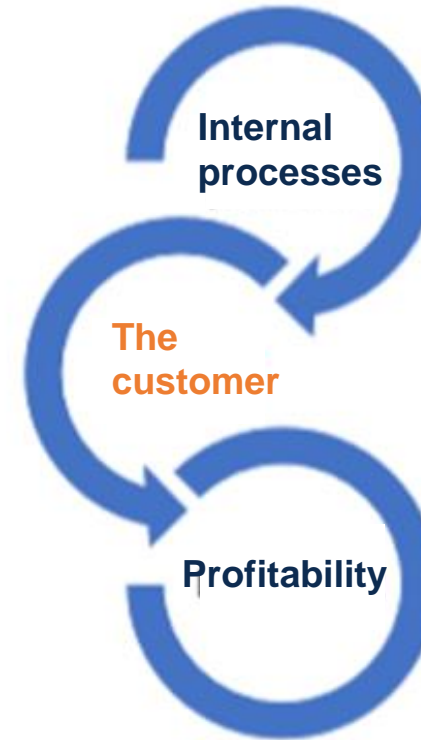


The road to profitable customer relationships

Via **the customer**



Via internal processes



Things that drive customer satisfaction and loyalty

For the customer

- Simplicity
- Convenience
- Value (rational and emotional)
- Availability
- Reassurance

What companies typically sell

- Performance
- Durability
- Guarantees
- Bonus
- Price

Customer focus versus internal focus



What they needed

What we built

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Culture and the role of internal communication

Non-customer centric expressions

- What should we tell the customer?
- What should we sell to the customer?
- How do we make things easier for ourselves?
- How do we make sure the customer doesn't leave us?
- We handle returns/refunds quickly?

Customer centric expressions

- What does the customer want to hear from us?
- How do we create value for the customer?
- How do we make it easier for the customer?
- What can we do to make the customer want to stay with us?
- We ensure that returns/refunds don't happen?

The role of management

- 'Talk customer'!
- Prioritize customer insight work
- Demand that basis for decisions always include the customer aspect
- Communicate how every employee plays a role in customer focus
- View customer feedback as an asset
- Use customer centric KPIs

The role of the employee

- Understands of who the customer is
- Has a clear mandate to drive customer focus
- Includes customer insights in all decisions related to the customer
- Takes action on customer feedback
- The most customer facing employees are listened to the most

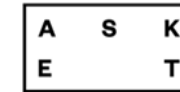
Common pitfalls

- Customer focus is delegated to a certain department
- Customer focus becomes somebody's added responsibility, not his/her main priority
- Customer focus becomes a project (instead of a way of working)
- Customer focus is not measured
- Variable compensation/Bonus systems contradict customer focus
- Management 'talk customer', but live something else

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