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# Internal Customer Centricity Training – Module 02

Internal Customer centricity is often considered a subjective topic that cannot be defined and tracked in clear terms. It has long-term monetary and branding benefits that are well documented.

Starting from your company values, you need to create an environment where every employee in your company, considers customer satisfaction before making any decisions. By making this a part of your employee appraisal and reward system, and by making your higher management employees lead by example, you will be on your way to creating a truly **internal customer-centric organization**.

**Internal Customer Centricity training topics:**

- What is internal customer centricity?

- 12 ways to ensure your internal customers look after your external customers

- Different solutions strategies that require different levels of customer-centric organization.

- Why does being customer friendly fall short of being truly customer centric

- The Core 7 pillars of Internal Customer Centricity

**Centricity orientation (Clients, Customer, Approach)**

Client's satisfaction rate and loyalty index.

Satisfaction analysis covers characteristics of the company work that are after all affecting the loyalty rate and thus the retaining of clients. As client orientation is a long-term strategy it is important to understand what value client yields within the whole period of cooperation with the company.

**Customer lifetime value (CLV).**

The main asset of CLV is the shift in emphasis from profitability to an assessment of long- term result. Beyond that, focusing on profitability of every particular client helps to comprehend that actual and potential customers are not equal with respect to real potential of the company to meet their requirements profitably.

**12 ways to ensure your internal customers look after your external customers**

1. **Providing high-quality training and development** – continually reinforcing the importance of service excellence, particularly with the goal of changing mind-sets and attitudes towards customers;

2. **Operating an 'open door' policy** in which service leaders and managers are approachable;

3. **Leading by example** and displaying consistent and genuine behavior which also translates into leaving your personal problems at home;

4. **Having respect for a good work-life balance** - e.g. offering the opportunity for flexible working;

5. **Encouraging fairness at work**, including promoting equality and diversity;

6. **Ensuring proactive and regular communication**, staff newsletters and regular team meetings;

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7. **Conducting regular appraisals with positive feedback** - restating service objectives and recognizing your staff's contribution;

8. **Encouraging your teams to be innovative**, via staff suggestion schemes, for example;

9. **Empowering your people to own customers problems** and 'Go the Extra Mile' for them;

10. **Gaining staff feedback on how employees feel about their roles**, the support they receive and suggested business improvements which they may have identified;

11. **Offering employees the chance to socialize with colleagues** at organized events, team building events, talent shows;

12. **Recognizing and rewarding employees** for exceptional performance and innovative ideas to improve the customer experience.


## The Core 7 Pillars of Customer Centricity

**1. Experience:** Make the customer experience easy, enjoyable and convenient. Companies that excel in customer experience make their customers so happy that they want to share their positive interactions with your brand.

**2. Loyalty:** Reward and recognize customers in a consistent way that is relevant to how they want to be rewarded. Loyal companies reward shoppers in ways that are meaningful to customers.

**3. Communications:** Personalize the message to customers, based upon what they buy, and in a way, they like. Highly communicative companies provide tailored, relevant communications based on customer preferences.

**4. Assortment:** Have the right products and a strong variety to meet customers' needs. Companies should not necessarily have the widest selection of products, but they should stock the ones their customers want.

**5. Promotions:** Leverage promotions on the items that are most appealing and often purchased by current customers. Companies with successful promotions programs promote the products that matter the most to customers.

**6. Price:** Provide prices that are perceived to be in line with what the customer is looking for on the products they purchase most often. Brands do not have to be the price leaders, but they do need to have pricing that customers perceive as fair.

**7. Feedback:** Hear and recognize customer concerns. Companies that rank high in customer feedback have a two-way conversation and emotional connection with their customers.


Applicable to: top management, middle management, 2nd level process owners.