

Transitioning Your Mindset to be Customer-Centric

GoSkills online course syllabus

Skill level

Beginner

Lessons

16

Pre-requisites

No prior experience needed

Video duration

36m

Estimated study time

36m 54s

Instructor

Phil Irvine

Introduction

1

Introduction to customer centricity

Building a customer centric company culture is critical to building and growing a successful business.

Why Customer Centricity?

2

Pitfalls of product centricity

Operating as a product centric organization has both positives and negatives.

3

Customer centric organizations

There are several determining factors that differentiate a product centric organization from a customer centric organization.

Establishing a Customer Centric Culture

4

Buy-in from leadership

Having executive support is critical to make the transition to customer centricity.

5

Building a roadmap

Organizing projects and tactics into short and long term milestones is an effective strategy to guide the transition to becoming customer centric.

6

Establishing quick wins

It's important to break up milestones into small chunks while communicating progress along the way of the transition.

Understanding Your Customer

- 7 Customer data overview**
Collecting and analyzing data is critical to develop a better understanding of your customers.
- 8 Collecting data**
When collecting information about your customers, there are both active and passive mechanisms that can be implemented.
- 9 Data trends vs. noise**
Collected customer data can sometimes illustrate meaningful trends, but other times it can illustrate outliers.

Putting Your Customer Signals to Action

- 10 Customer experience touchpoints**
Inbound and outbound customer experience touchpoints provide opportunities for an organization to become more profitable.
- 11 Prioritizing tactics**
Factoring in scale and impact is essential to put ideas in motion.
- 12 Test and learn**
Putting a test and learn plan in place on an ongoing basis is critical to ensuring you'll see the desired learnings to action off of in the future.

Measurement and Optimization

- 13 Importance of KPIs**
Channel specific metrics and back end metrics are both important and should be balanced with one another.
- 14 Customer focused measurement**
It is important to understand the cost to acquire customers and the projected lifetime value.
- 15 Establishing a feedback loop**
Incorporation of customer focused measurements into future planning and investment activities is critical in maintaining customer centricity.

Conclusion

16

The north star

Congratulations on completing this course.

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