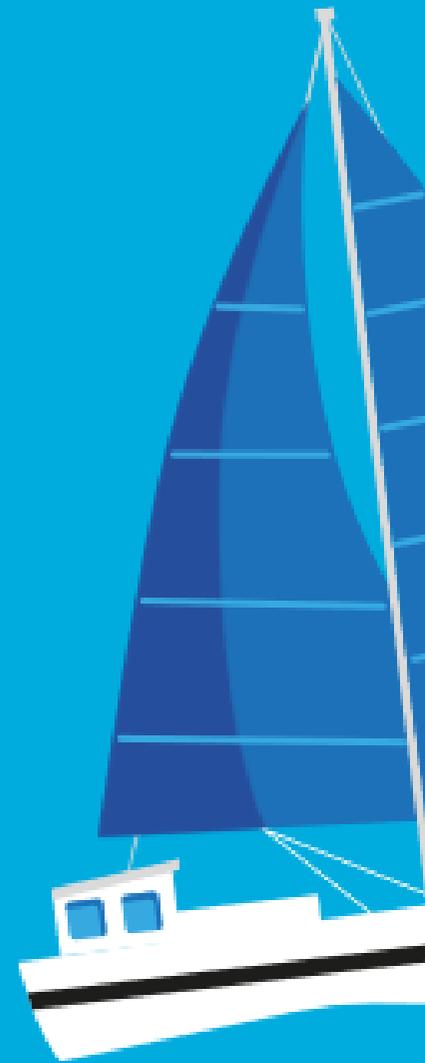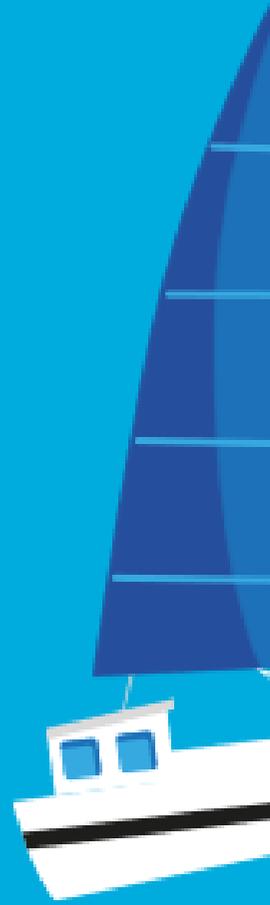# YOUR MANAGER:
"LET'S BE MORE CUSTOMER CENTRIC!"

FI
VIS

BUT, WHAT DOES THAT ACTUALLY MEAN?

→

FI
VIS

Only 1/8th
of customer
centricity is
leadership
commitment.

**FI
VIS**

7/8th
comes from
forming a new
mindset.

FI VIS

FOCUS ON THESE 5 ACTIONS TO FORM YOUR CUSTOMER CENTRICITY MINDSET

CARE

Immerse yourself into your customer's environment and identify their true needs.

FI
VIS

COMPETE

Address your customer's needs with excellence and better than your competition.

FI
VIS

IMPROVE

Status quo is never acceptable to your customer. Improve the relationship continuously.

FI
VIS

RESPOND

Respond to your customer's needs timely and in the way they want to be interacted with.

FI
VIS

WIN

Know your purpose and articulate clear goals that you want to see achieved in the relationship.

FI
VIS

I CARE

I COMPETE

I RESPOND
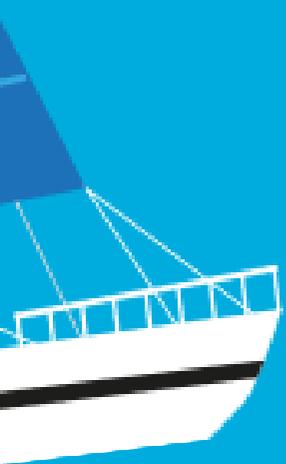
I IMPROVE

I WIN

FI
VIS

DO THESE ACTIONS SOUND FAMILIAR TO YOU?
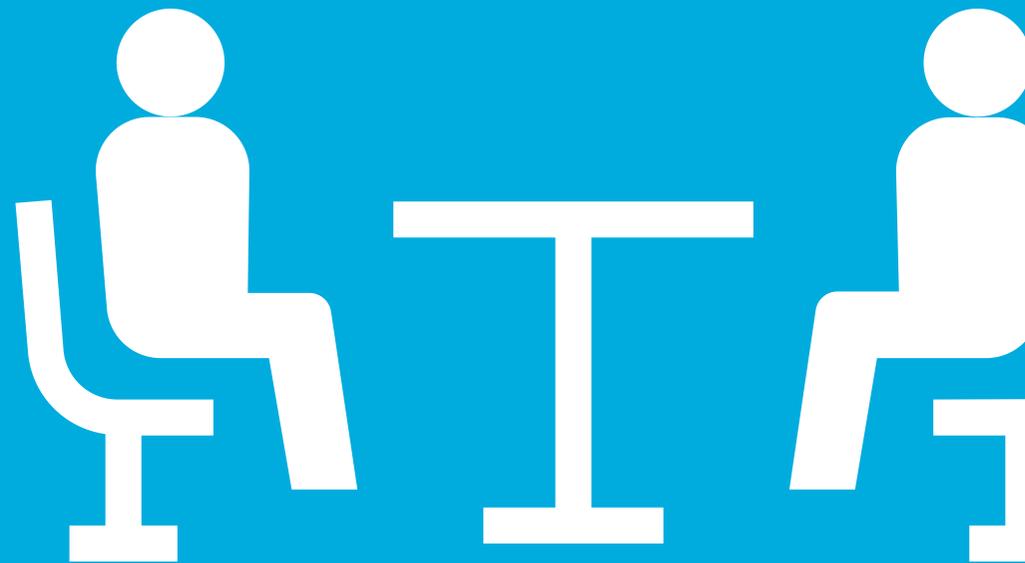
FI VIS

You already think and act in a customer-centric way day-in and day-out.

You apply all five actions, subconsciously often, to build trust in your private relationships. With your partner back home for instance.
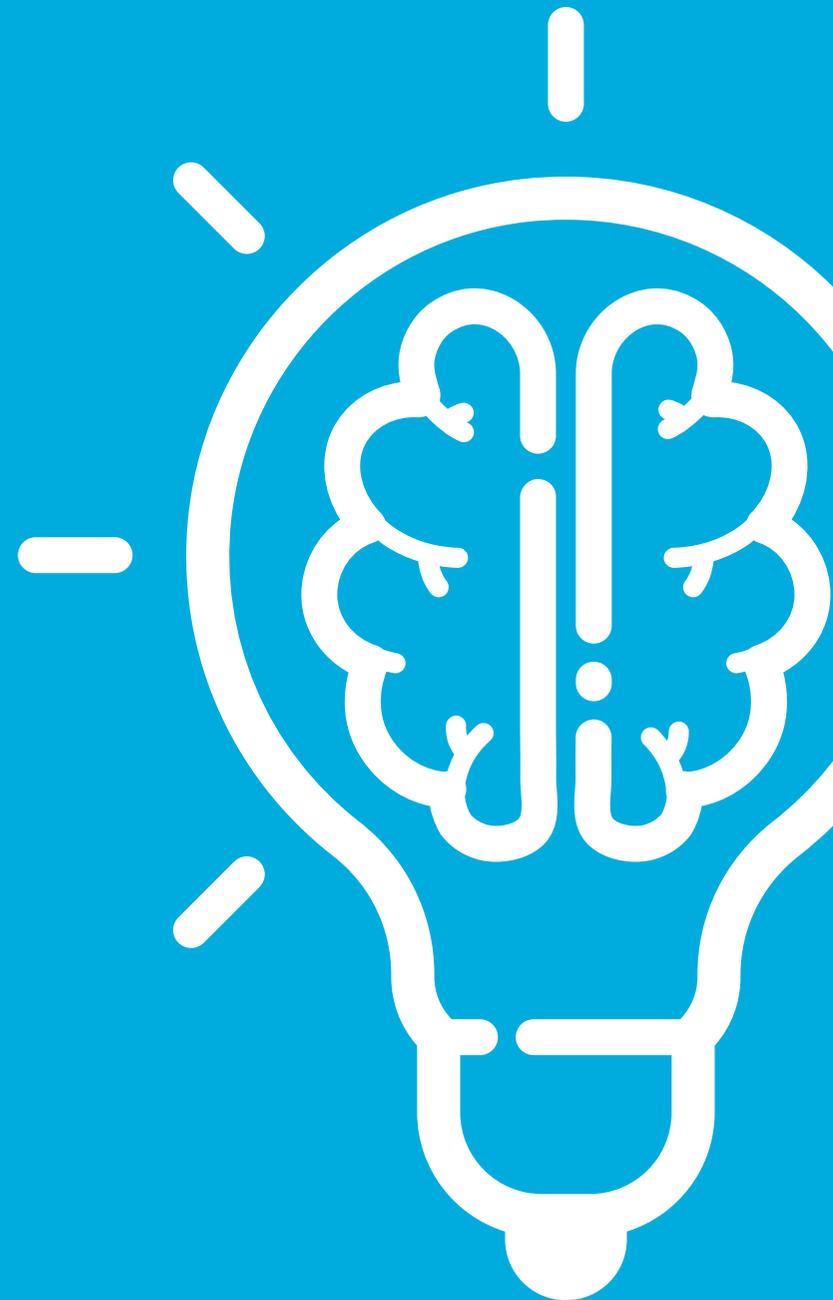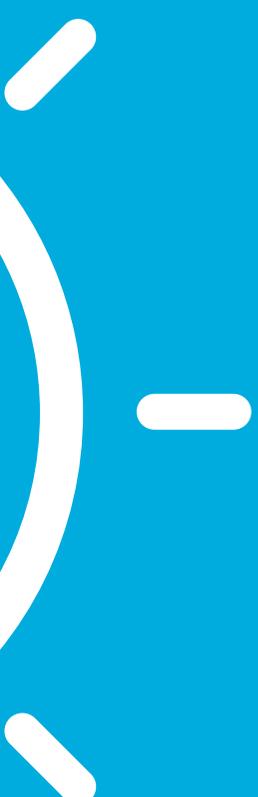
FI VIS

In a business context, we often fail to apply the same winning principles. **Why?**
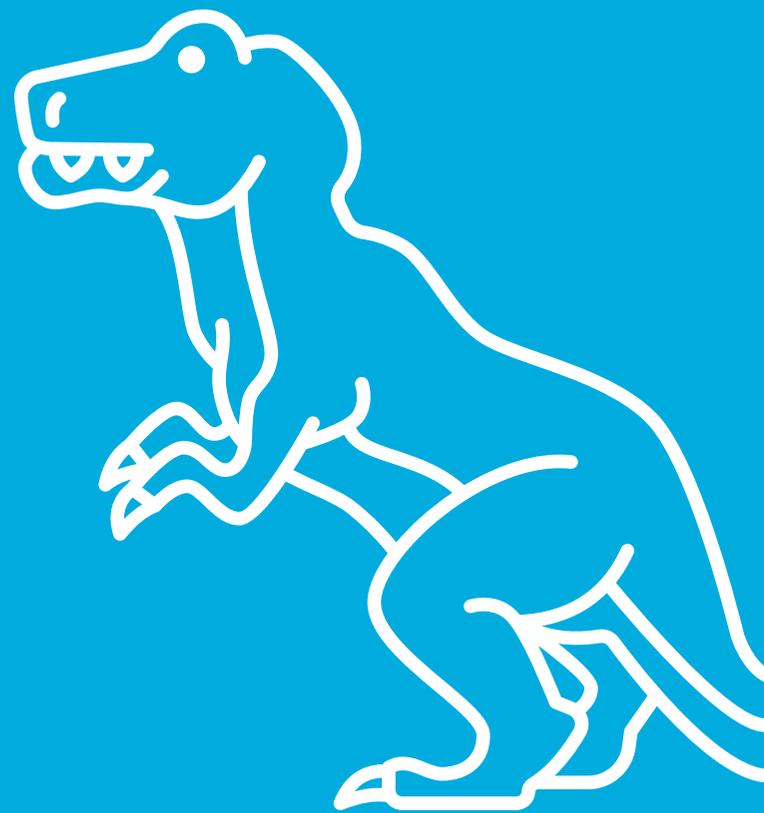
→

FI
VIS

Because our brain plays a trick on us. It tells us to get away from the "danger" (e.g., meeting a customer) as soon as possible.

It makes us fall back on habits that we have applied as humans in "dangerous" situations ever since.

THESE HABITS OF "FIGHTING" AND...

..."FLIGHTING" ARE LITTLE HELPFUL IN TODAY'S BUSINESS WORLD THOUGH.

FI VIS

We need to make a conscious effort to **BREAK THAT CYCLE** and focus on those actions and behaviors that build our customer centric-mindset in business.

FI
VIS

DO YOU?

CARE
COMPETE
IMPROVE
RESPOND
&
WIN

I CARE
I C
I WIN
I RESPOND

FI
VIS

DO YOU WANT TO LEARN MORE ABOUT **HOW** TO BUILD YOUR CUSTOMER CENTRICITY MINDSET ?

FI VIS

"CUSTOMER CENTRICITY IS IN OUR DNA. GET IN TOUCH!"

jens@fivis.io

Jens Hentschel, Founder of FIVIS