

Transitioning Your Mindset to be Customer-Centric

GoSkills online course syllabus

Skill level

Beginner

Lessons

16

Accredited by

Verified by GoSkills

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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