**Examples of Customer Focus**

* **Customer** Needs. Developing products and services to meet **customer** needs. ...
* **Customer** Preferences. Viewing **customers** as individuals with different preferences. ...
* Voice of the **Customer**. Getting to know your **customers** such that you have a pulse on your **customer** experience. ...
* **Customer** Advocates. ...
* **Customer** is Always Right. ...
* Metrics.

**Five valuable benefits of customer centricity**

* Understand the before, during and after of the **customer's** journey. ...
* Focusing on the **customer benefits** sales. ...
* Support new **customers** and reduce cost to serve. ...
* Work with **customers** to improve operational efficiency. ...
* Help **customers** make significant changes to be highly valued. ...
* Understand your ex-**customers** to learn how to improve