

A large, stylized orange chevron graphic pointing to the right, with the text "High performance. Delivered." centered within it.

High performance. Delivered.

Interactive Agenda

Video Transcript

Created by my customer

Are businesses truly customer-centric?

For many years many industries have believed that customers have been at the centre of their business but they've been lying to themselves really. They've been working in an ethos of denial and naivety and there's nothing wrong with that, that's just how we've been. I think with the movement towards more digitalisation and more digital, we're starting to see the customer can actually be, not just be considered to

be, as a persona, but can actually be at the heart of business. How can you include customers at the heart of your business? Organisations can include customers in the heart of their product development, service development and also in the heart of their internal employee experiences to really motivate them and empower them to do better and grow and gain more value as organisations. I think in practical terms sometimes that can be focus groups, sometimes that can be, in the case of life sciences, patient advocate groups, so dealing with

charity organisations or groups to represent the patient. I would say the most important thing is to include consideration of the customer in all you do. So whether that be the prioritisation of what projects you're going to run, whether that be the prioritisation of who you're going to recruit, you should try and consider what is the actual impact, downstream or upstream, to your end customer.