BUILDING A CUSTOMER-FOCUSED BUSINESS

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SHRM I Society for Human Resource Management

NIA National Insulation Association

THE VOICE OF THE INSULATION INDUSTRY **

YOUR PRESENTER

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BUILDING A CUSTOMER-FOCUSED BUSINESS

Today's agenda:

- What is a customer-focused business and why is it important?
- What do customer-focused organizations look like?
- Key components of building a customer-focused business.
- Wrap-Up and Q&A.

IS YOUR BUSINESS PRODUCT-FOCUSED OR CUSTOMER-FOCUSED?



PRODUCT-FOCUSED VS. CUSTOMER-FOCUSED

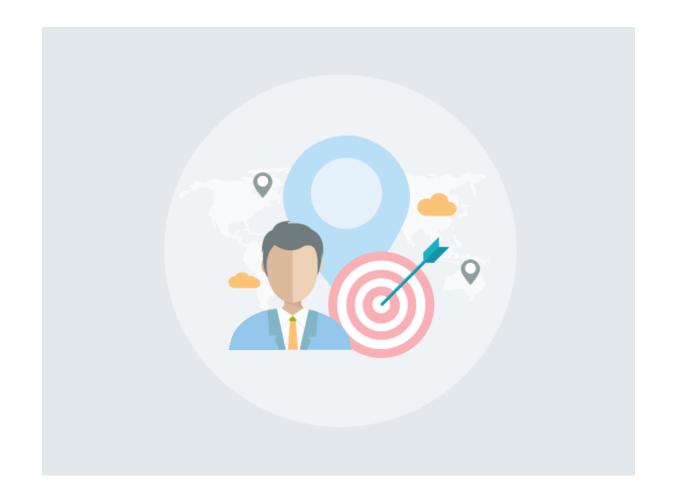
Product-Focused Organizations

- Defined by their products
- Base decisions on internal capabilities
- Focus on developing the best products
- Lack a coordinated internal approach
- Can miss the big picture

Customer-Focused Organizations

- Defined by their customer experiences
- Base decisions based on customer data
- Focus on developing the best solutions
- Collaborative effort
- Can anticipate customers' needs

WHAT IS A CUSTOMER-FOCUSED BUSINESS?



WHAT DOES IT *REALLY* MEAN TO BE A CUSTOMER-FOCUSED BUSINESS?

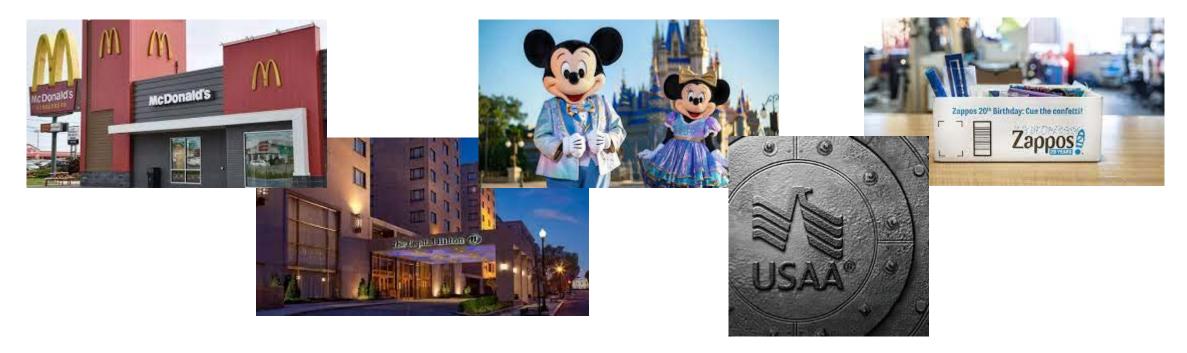
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- Building a customer-focused culture and leadership
- Business growth through customer-focused behaviors
- Building meaningful and memorable brands
- Delivering value to customers

WHY IS IT IMPORTANT?



WHAT BRANDS COME TO MIND WHEN YOU THINK ABOUT CUSTOMER-FOCUSED ORGANIZATIONS?



STAY RELEVANT & UP-TO-DATE WITH CUSTOMER NEEDS



BUILD A BRAND THAT PEOPLE LOVE AND RECOGNIZE



ENHANCED CUSTOMER RETENTION AND LOYALTY



WORD-OF-MOUTH MARKETING AND ACQUIRING NEW CUSTOMERS

omer Service	- /	Availabl	e 2477 at (800) 927-7574	Join Zaj
	Q Sea	arce for	shoes, clothes, etc.)
- Women -	Men -	Kids -	Departments - Brands -	Sale -
			FREE	Shipping & FREE 36

ENHANCED ROI; INCREASED SALES & REVENUE



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NOW WHAT?

BUILDING A CUSTOMER-FOCUSED CULTURE



- Identify an executive sponsor
- Make room for innovation
- Break down internal barriers
- Invest in technology and leverage your data

BUILDING A CUSTOMER-FOCUSED CULTURE

Define your culture and values as a Customer-Focused organization

MAKING THE BEHAVIORS STICK

- Executive sponsor is the customer advocate
- Incorporate into organizational mission, values, and principles

- Customer-focused practices should be part of every internal interaction
- Start on day one and incorporate into hiring and performance conversations

BUILDING A CUSTOMER-FOCUSED CULTURE

CUSTOMER-FOCUSED METRICS

- Customer lifetime value (CLV)
- Customer equity
- CLV by channel
- Net promoter score

LEVERAGE YOUR CUSTOMERS AS THE SOLUTION

LEVERAGE YOUR CUSTOMERS AS THE SOLUTION

- Collect and use customer feedback to address existing issues and pain points
- Get to the root of the customers' problems and present action-based solutions
- Be proactive about solving customer issues



RECAP

- The customer and their needs come first as a method of reaching goals and growing your organization.
- The focus is on customer satisfaction, rather than sales or growth.
- Shifting to a Customer-Focused organization is a cultural change.
- Measure and track your results based on customer-focuses metrics.
- You are solving your customers' problems, and customers can be part of the solution.

The way we work has changed.

Now is the time to build better businesses and a better world.

WRAP-UP AND QUESTIONS

THANK YOU!

Stay safe and healthy

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