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Customer Centricity
FEATURE ARTICLE

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It starts with you.

Organizations that demonstrate customer centricity operate on a framework that places the client at the core of their strategy, cultivating a positive experience through every stage of the customer journey.

While this approach is ultimately guided by client collaboration, to deliver a meaningful, repeatable, superior experience requires us to first focus on ourselves. Even the most exceptional CX framework is useless without a foundation.

As I begin my eighth year with Clientek, I recognize the invaluable knowledge I have gained from being part of this customer-centric organization. The foundation for this culture begins with three internal elements:

1. **Leadership**

   Build a leadership team that fosters organizational culture. Leaders that are genuine, empathetic, and talented listeners.

The personification of these traits creates an environment in which thoughtful, intelligent feedback is exchanged freely between all levels of the team. When the team feels valued and supported, they are much more likely to treat customers with the same level of care.

2. **Employees**

   Lean into their strengths. Structure organizational units in a way that allows employees to flourish. A fixed team configuration reduces the value gained from each individual member. Customizing teams to emphasize their strengths produces higher-quality results and improves employee satisfaction. With little to no effort, a team of happy and motivated employees will deliver countless happy and motivated clients.

3. **Flexibility**

   Don't be afraid to adjust. Being organizationally prepared to evolve with the changing needs of your customers is

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crucial for success. With both leadership and execution teams practicing active listening, client feedback becomes paramount for identifying what to change and when. This growth is mutually experienced, and your relationships are the benefactor.

The great Ralph Waldo Emerson once said, "It is one of the most beautiful compensations of life, that no man can sincerely try to help another without helping himself." The same is true for customer centricity. To truly deliver a meaningful and lasting customer experience, we first must look at ourselves.

An experience worth repeating.

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