



“If your eyes are facing your boss,  
your back is facing your customer”

Ramon Pardo

MD InSites Consulting

@pardochi









brussels air

Tomorrowland



G



# TomorrowLand Festival

TomorrowlandChannel



Geabonneerd

41 video's ▾



Live



Leuk



Toevoegen aan

Delen



101,336 nu aan het kijken

Alle reacties

Reacties zijn uitgeschakeld voor deze video.

Live gestreamd op 27 jul 2012 door [TomorrowlandChannel](#)

Be part of the Tomorrowland 2012 madness: [www.youtube.com/tomorrowland](http://www.youtube.com/tomorrowland)

Live Tomorrowland TV: July 27-28-29th from 07h pm till 02h am CEST



Tomorrowland 2012 - live on YouTube July

***Some become big  
by being small.***





**MØBILE  
VIKINGS**



← deSingel is looking for online reporters!

Meet us at our Facebook page! →

## Find a name for our Viking bike and ride it for a week! #attole 2

Thursday February 16, 2012

UPDATE 22/2: "188 Vikings suggested a name for the Viking bikes. Thank you!! Our two riders Jan and Jonathan prefer **Jan Quirijnen's 'Faering'**. So Jan, not only will our bikes be called 'Faering' from now on, you will also get the chance to ride a Viking bike for a week 😊. Congratulations!!

[An overview of all suggestions can be found via this link.](#)"

2

tweets

retweet



Forget company cars. They eat taxes and diesel 😊. And way too often, you're just stuck in traffic with them.

That's also what our employees Jan and Jonathan thought and they asked for a company BIKE.

And not just a bike. Vikings don't ride just any bike. They prefer boats, ships, drakkars, sneks and knarrs. But when those are not available (in this case: when

### What's the word on Twitter?

2 the point! ;-) RT @mstaessen: Wij zoeken deelnemers voor onze enquête over Google+ : <http://t.co/NdhWaHsX>. #HelpAViking #chikul12 ^DA"

by [petervanlaethem](#), about 4 hours ago

@destke Wij hebben daar geen concreet zicht op, maar Base is dagelijks bezig met de uitbreiding van 3G ^AL

by [mobilevikings](#), about 3 hours ago

@hannepoes @mobilevikings Je bent niet alleen. Bij mij in Ranst ook edge edge edge en 2km verder Hspa

by [Destke](#), about 3 hours ago

RT @mstaessen: Wij zoeken deelnemers voor onze enquête over Google+. <https://t.co/UpdlP1v1> #HelpAViking #chikul12 lcc @mobilevikings

by [dampeebe](#), about 3 hours ago

RT @mobilevikings: RT @mstaessen: Wij zoeken deelnemers voor onze enquête over Google+ : <http://t.co/D3PW4dnW>. #HelpAViking #chikul12 ^DA

Let me introduce them to you!



### Helpdesk: the rescue team

1. Christophe (^CJ)
2. Mallory (^GM)
3. Katrien (^KDM)
4. Niels (^NT)
5. Michiel (^MG)
6. Bruno (^BS)
7. Anne (^AL)
8. Jens (^VJ)
9. Leen (^LM)

Omdat het tijd is voor de Mobiele Revolutie!

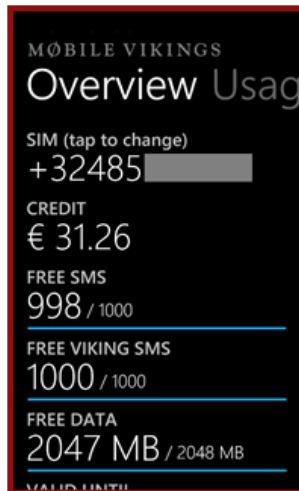
Galerij | Voeg een app toe | Inloggen



## Galerij

Platform **Alle** Android iOS Mac Nokia Opera Phone 6 Phone 7 PHP Samsung Touchwiz Windows Windows, Mac and Linux

Type **Alle** Desktop Application Desktop Widget Mobile Application Plugin Widget



### **Viking!** door Wouter Devinck werkt op **Phone 7**

Nieuwe versie!

Een handige kleine applicatie voor Windows Phone 7.

Functies:

Krediet, belgeschiedenis, herlaadgeschiedenis, meerdere sim kaarten, **live tile**, sim details (pin, puk, ...), ...

Deze applicatie gebruikt OAuth om je gegevens nog beter te beschermen!



### **Mobile Vikings App** door Wouter Devinck werkt op **Phone 6**



Hans Similon

0476 02 01 21



€ 41.33



Jumbo >



4935, MV: 4844



1188.89 MB >

Geldig tot 26 februari, 4 dagen over



Verbruik >



Herladingen >



Alarm >

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**And you?**  
**Are you customer centric?**

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**About 10% states:**

**We are NOT customer centric at all!**

**About 10% states:**

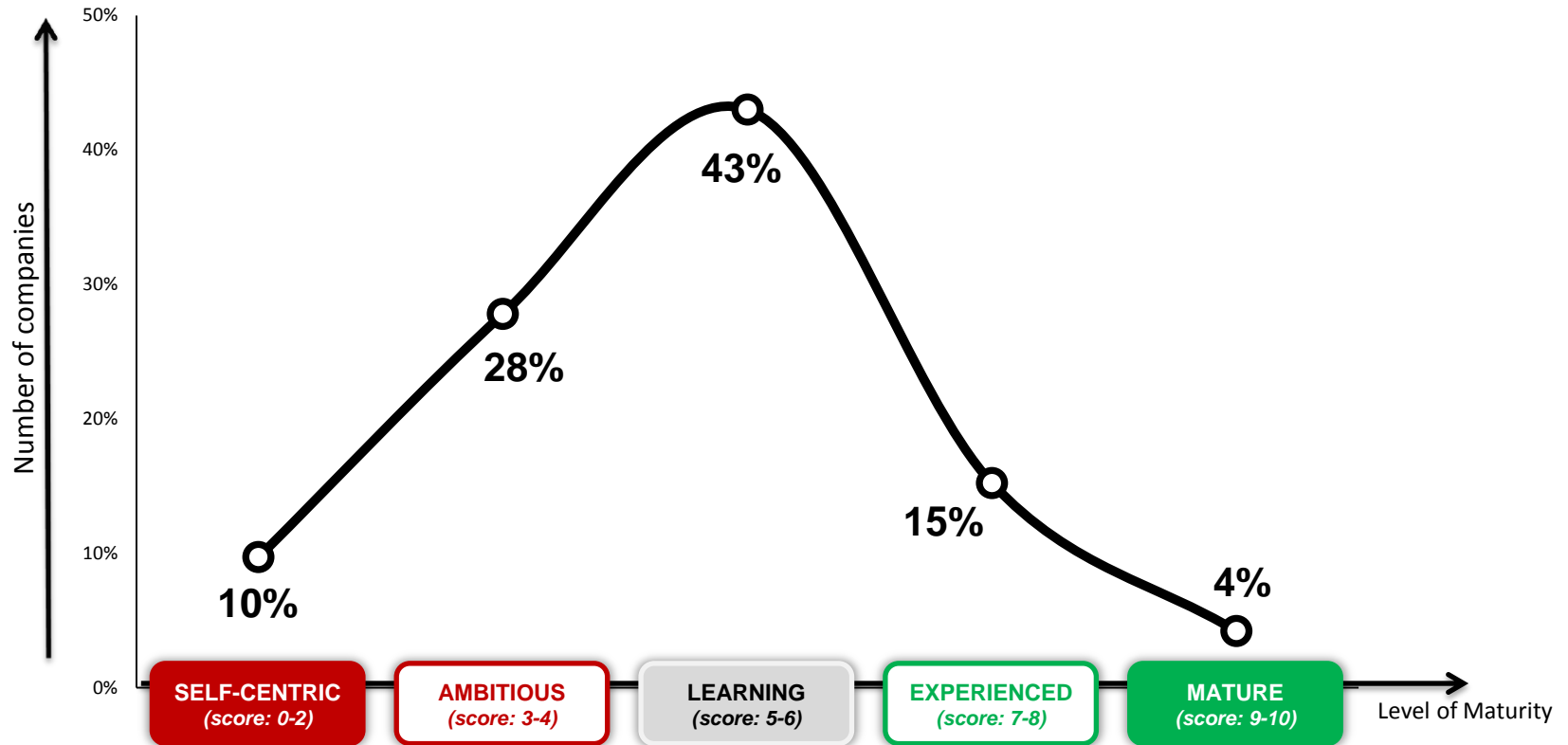
**We are **VERY** customer centric!**



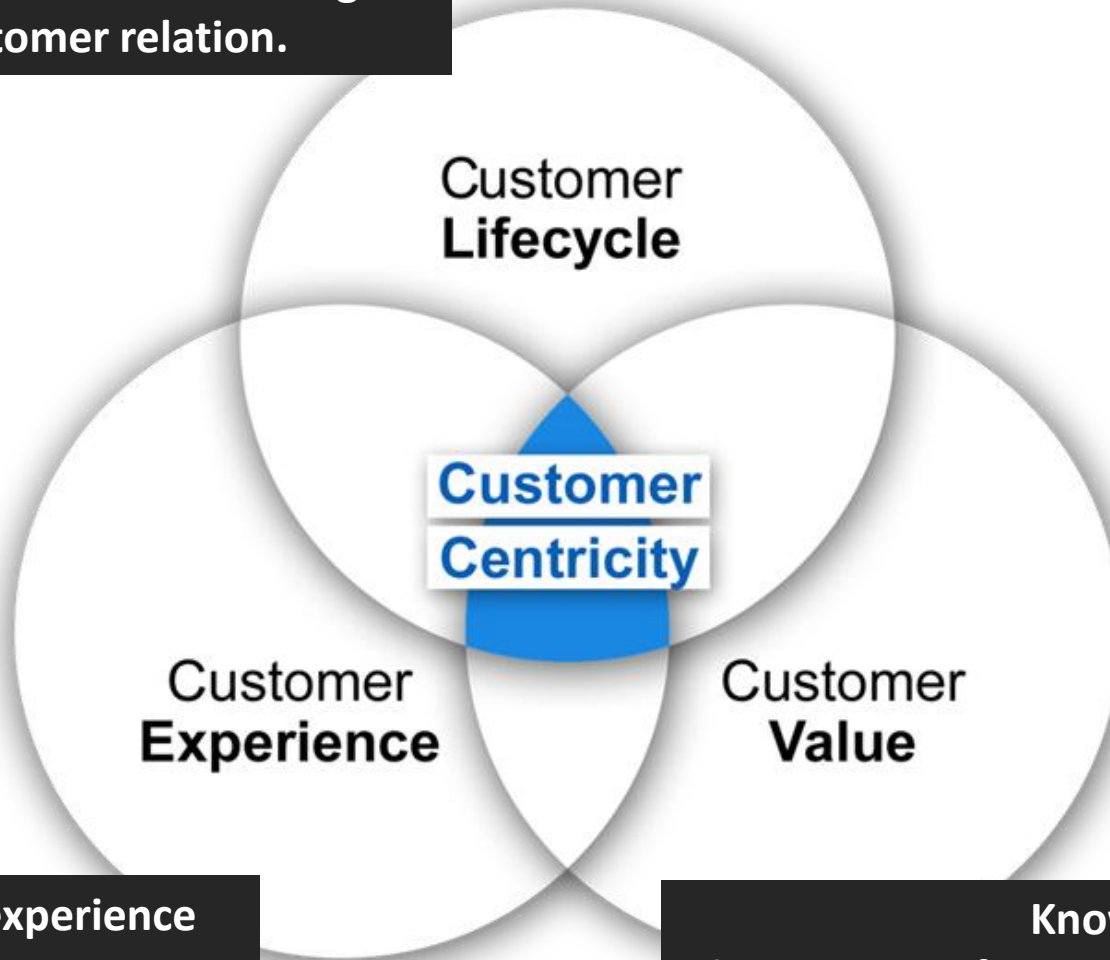
The truth is:  
you are stuck in the middle.

Lot's of opportunities to become more customer centric.

# Customer centricity is far from mature



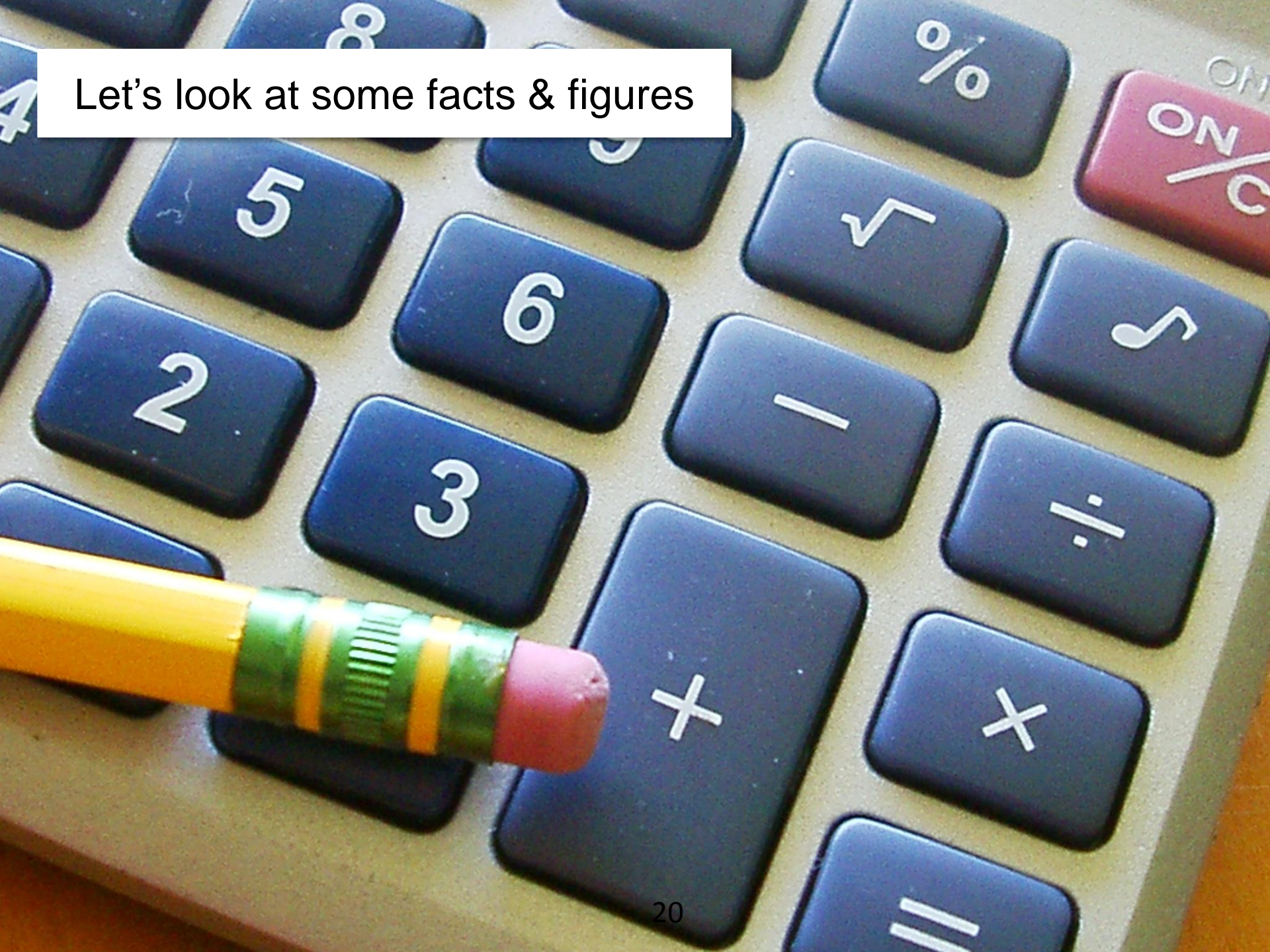
**Guiding customers through the customer relation.**

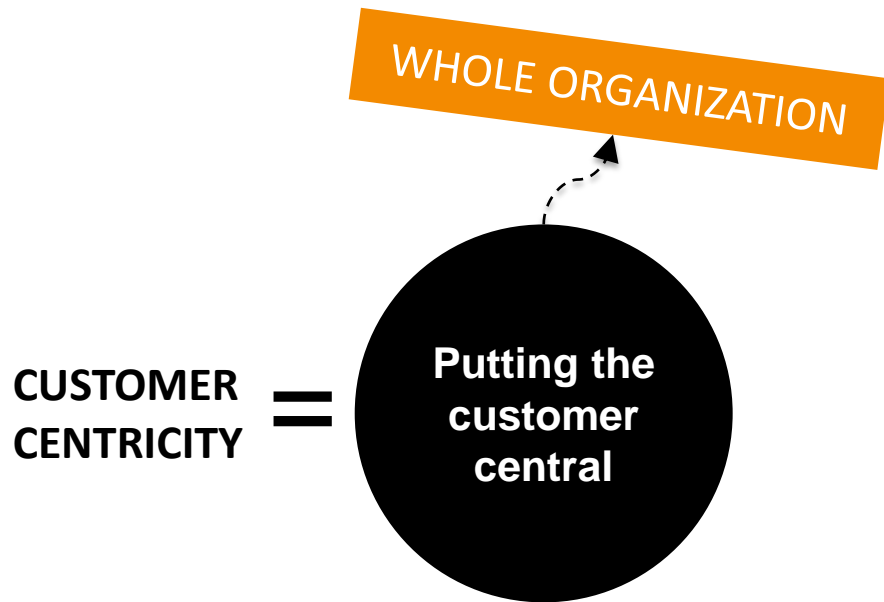


**Towards a great experience in all touchpoints.**

**Knowing and managing the current & future value of customers.**

Let's look at some facts & figures

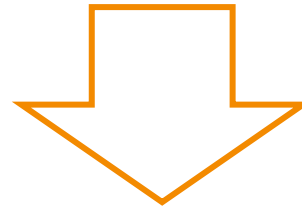






%

## HAS A GOOD IDEA WHAT 'CUSTOMER CENTRICITY' STANDS FOR.



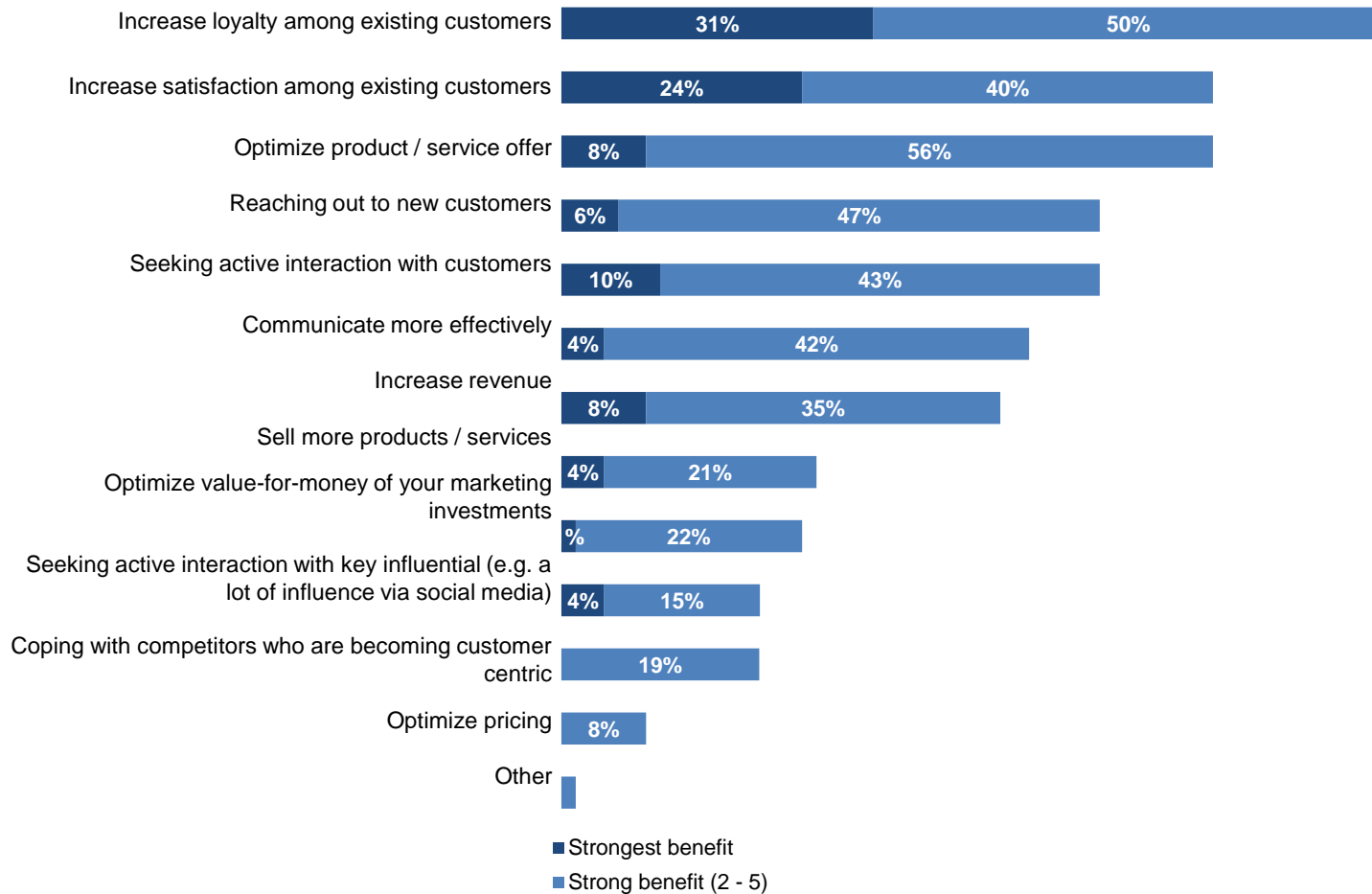
### **GOAL: IMPROVING SERVICE**

*"A well-organized front-end  
and quick service"*

*"Give the client value-for-  
money"*

# Customer centricity is focused on existing customer base.

Q: What are the 5 main benefits of becoming a truly customer-centric company?



# Are we 'somehow' customer centric?





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**Marketing is too important  
to leave it to the marketers**

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**However,  
there is a positive feeling**

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**66%**  
**“We are making progress”**

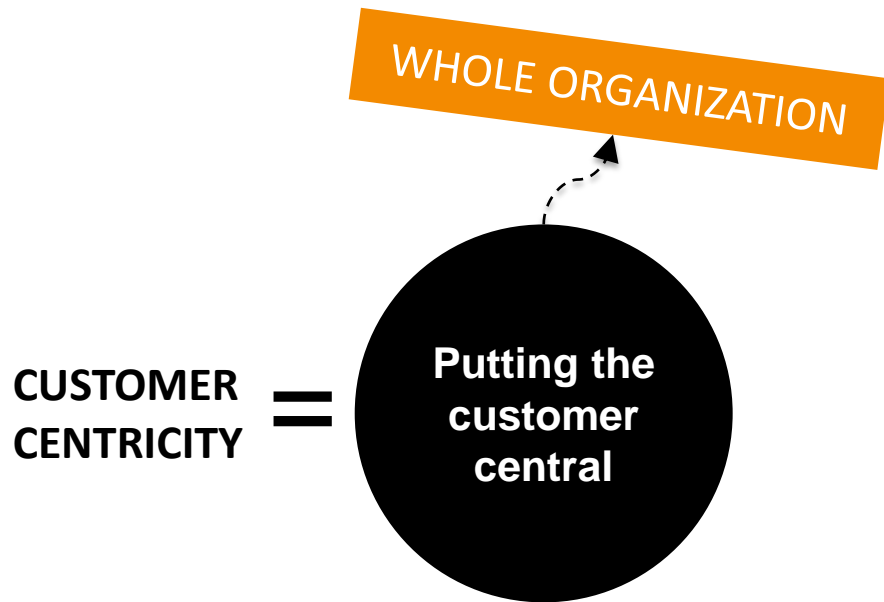
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**4/10**

**“We are better than the market”**

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*"The customer as starting point of everything"*

**WHOLE ORGANIZATION**

*"The customer central"*

**Only 10%** LINKS THIS TO MARKETING / SALES ONLY

**CUSTOMER CENTRICITY**

**=**



**BY**

**LISTENING!**

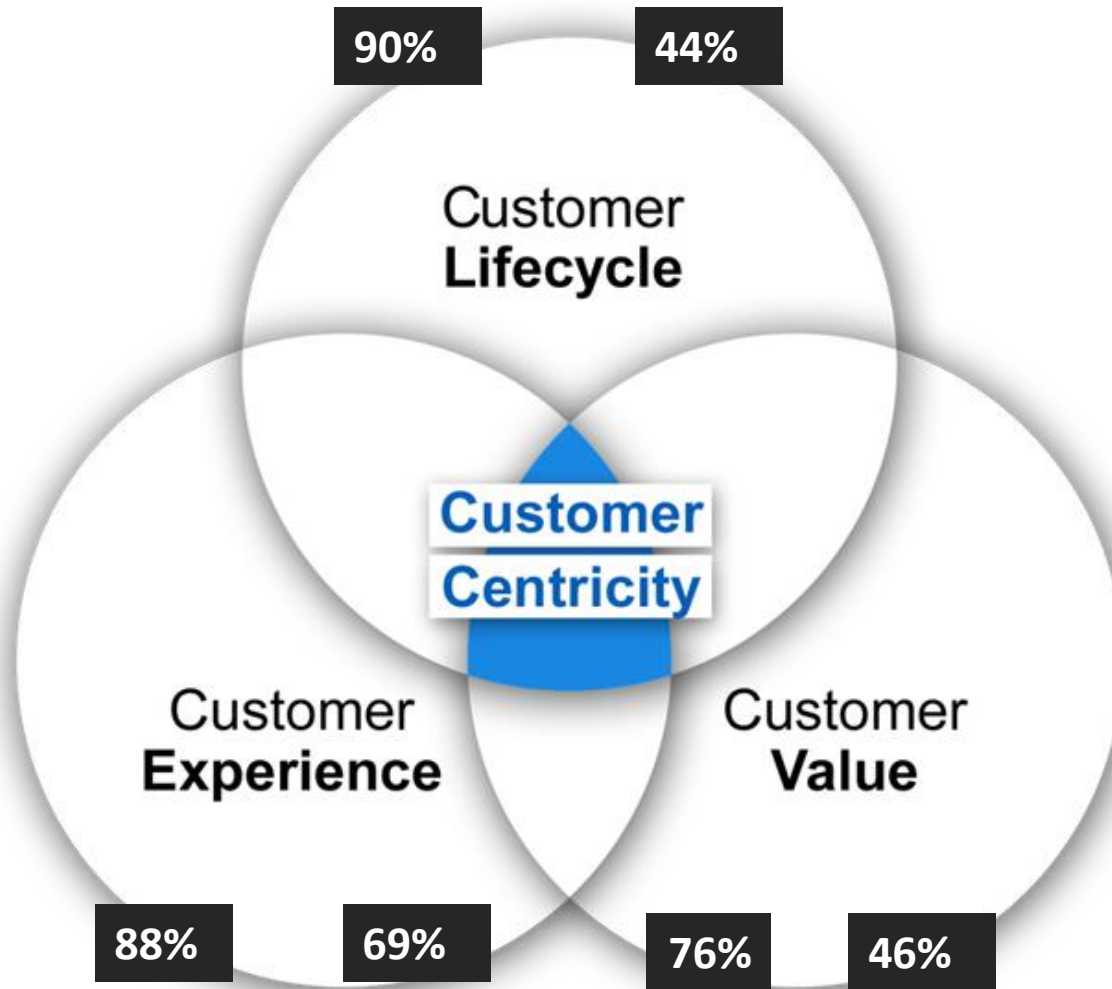
**≥ observing**

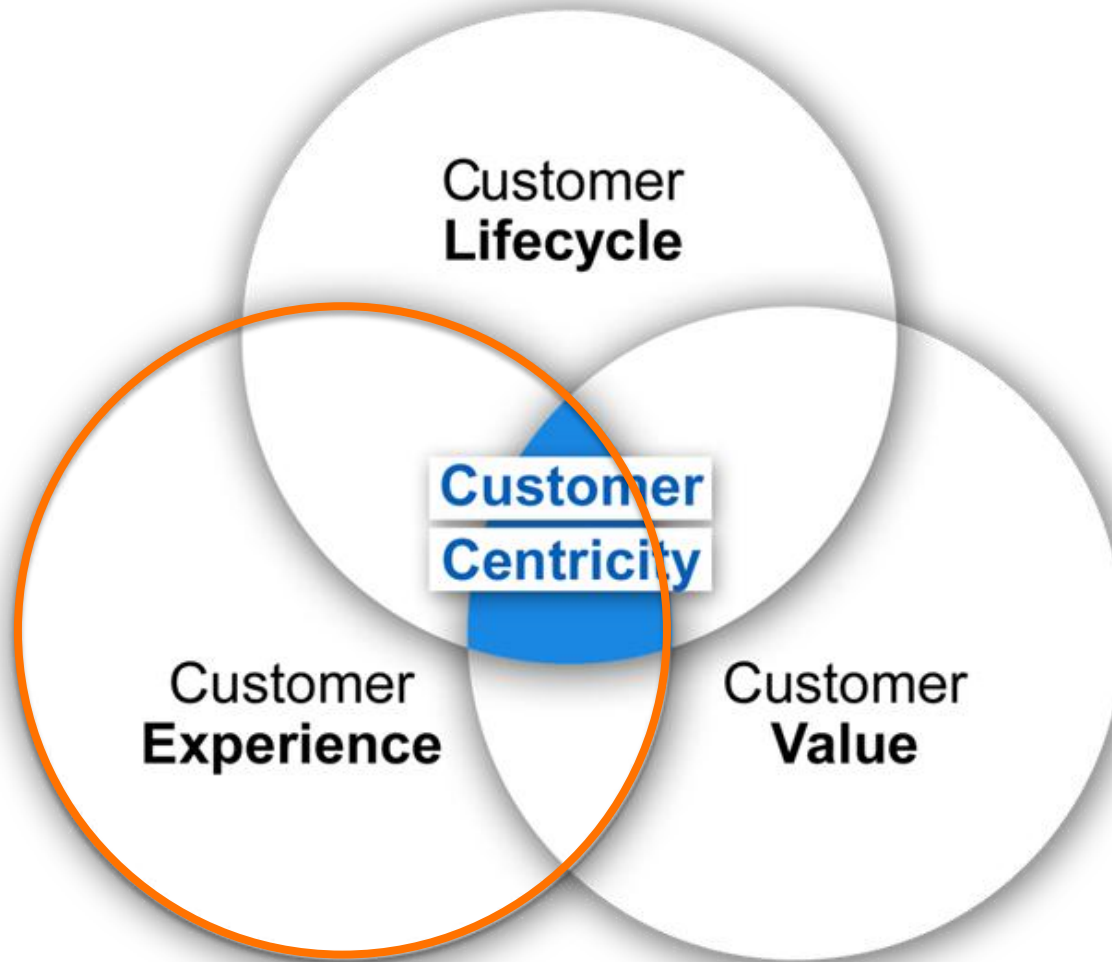
*"Use own data to listen"*

*"Acting customer-focused. Listening to the customer, for example via market research"*

## NEED FOR KNOWLEDGE

- *Inzichten*
- *Interactie*
- *Improvement*

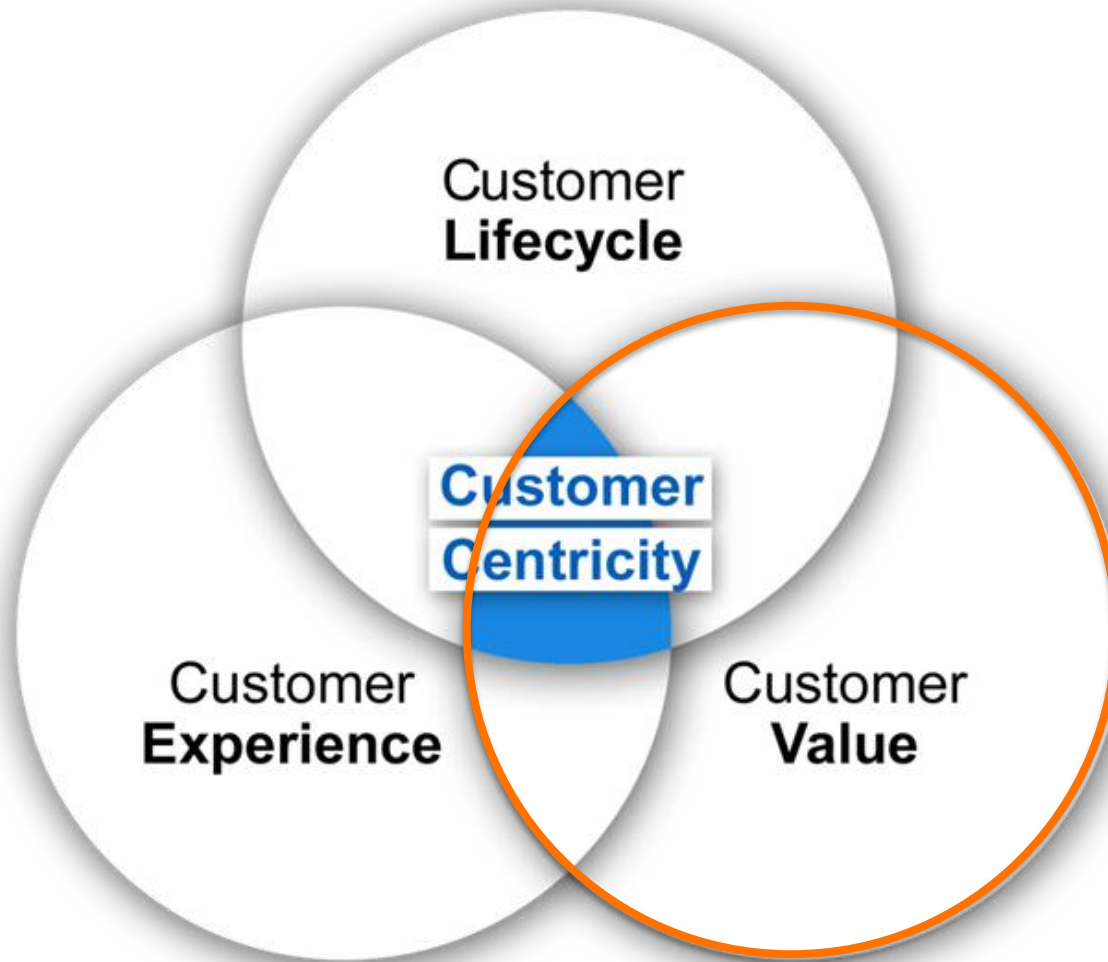






About **1/3** companies invests  
in **personalization** of products, communication, prices...  
to **optimize the experience**.





Less than **25%** has good knowledge about potential **customer value**





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**“if you’re not thinking in segments,  
you are not thinking at all”**

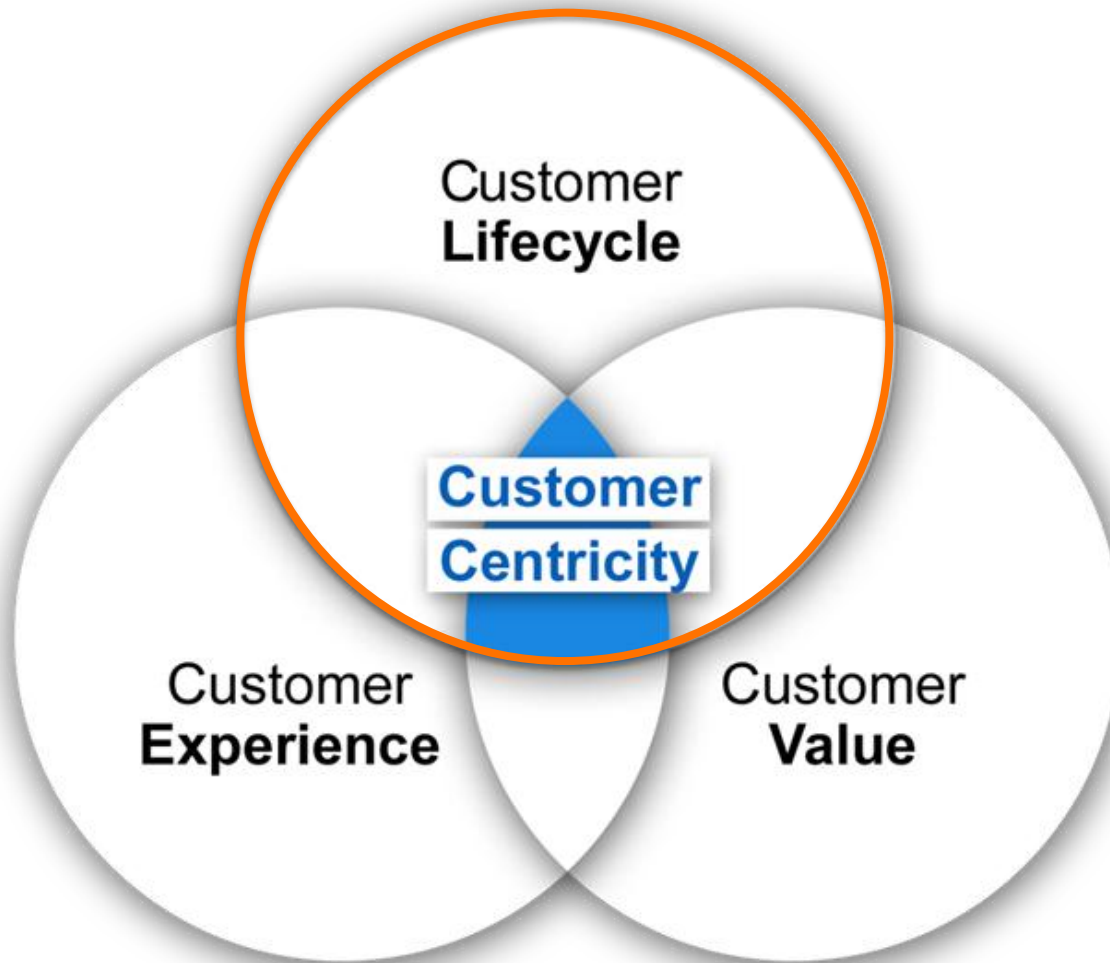
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**54%**

**is not really thinking in segments...**

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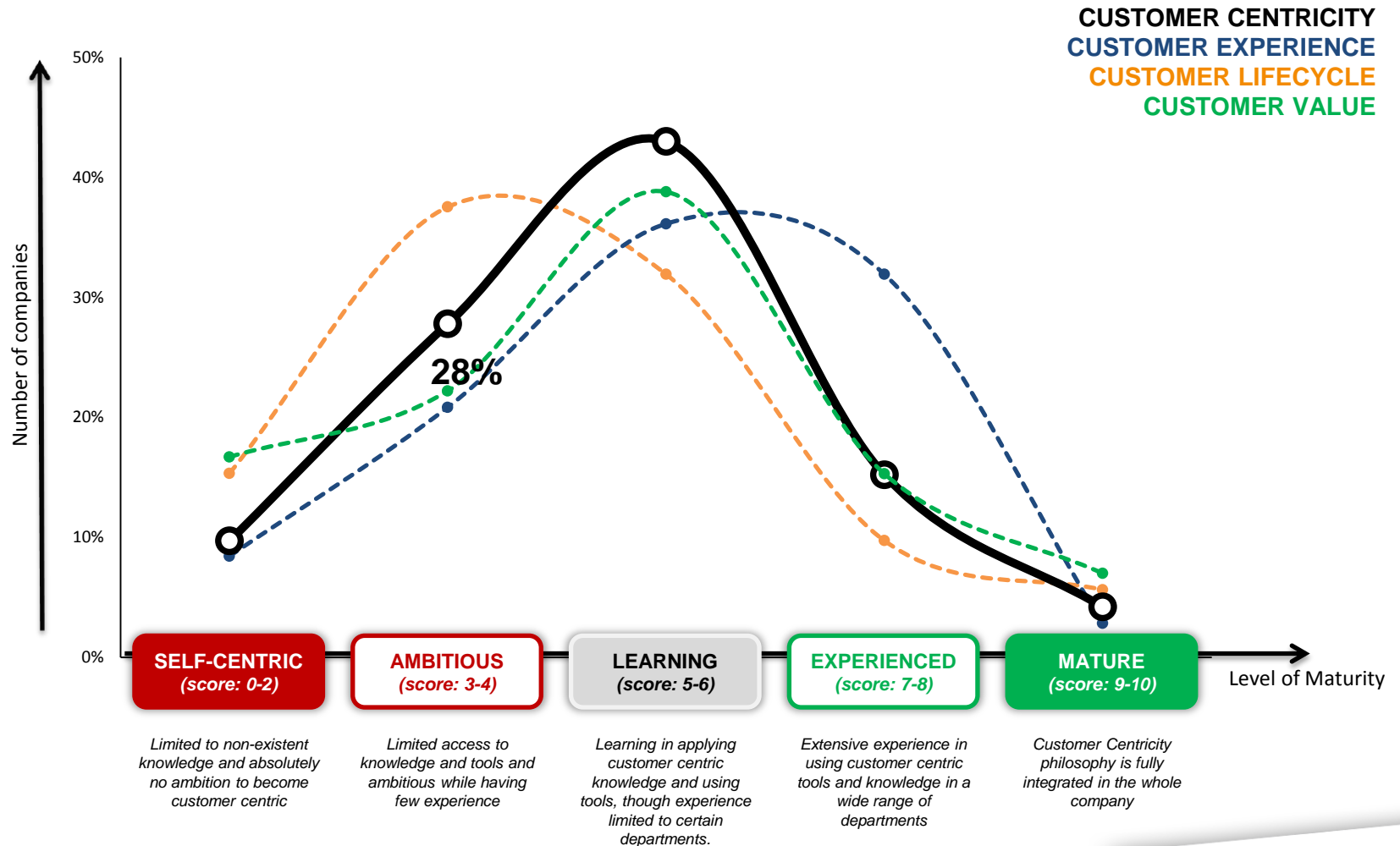




Very limited focus on maximizing customer loyalty.



# Customer centricity is far from mature



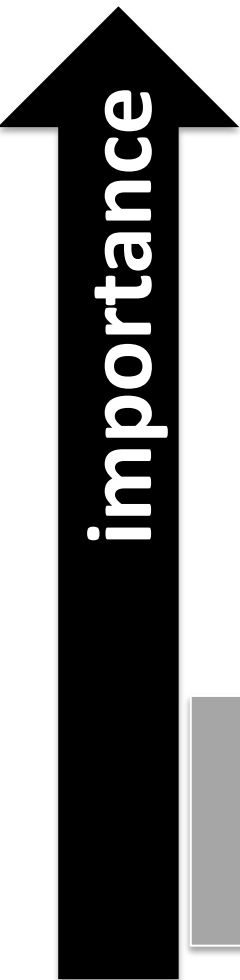
The thruth is:  
you are stuck in the middle.

**Lot's of opportunities to become more customer centric.**

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# How to get there: What are your priorities?

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importance

Company culture

Research (QL & QT)  
Analytical CRM  
Customer intelligence solutions  
Social media analysis

Applying contact strategy  
Multichannel solutions  
Integration of offline channels  
Using business analytics

Hiring employees & consultants for customer centricity projects.



Current performance



.....

# Customer Centricity

The science of managing  
expectations.

.....

# Real time collection of customer behavior data is seen as really important.

**38%** thinks collecting real time data is really important

**4%** is collecting all real time data sources in real time

**39%** to some extend

**Real-time  
data collection**



**Real-time  
data action**

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[Best Books of the Year So Far](#) | [Best Books of the Month](#) | [Fall Reading](#) | [Best Sellers](#) | [New and Used Textbooks](#) | [Sell Your Books](#)



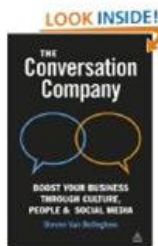
# Fall into Cooking

Be inspired by the season's newest cookbooks

> [Learn more](#)

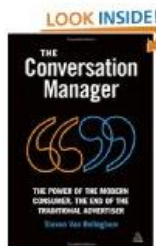
**More Items to Consider**

You viewed

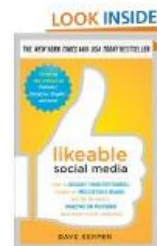


The Conversation Company: Boost Your...  
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# How to get there?

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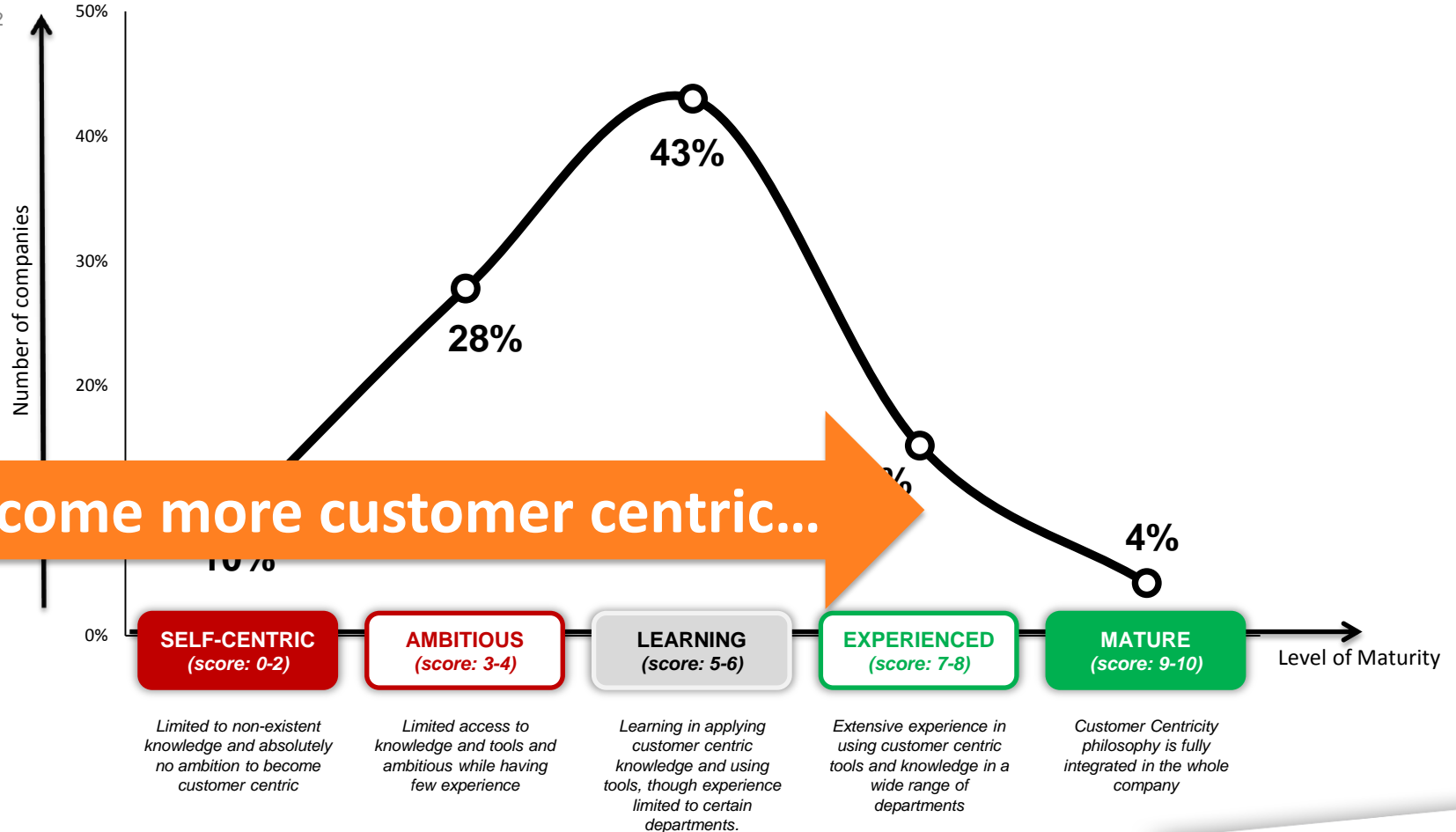
# Customer centricity is far from mature

Companies are learning are predominantly in a learning stage

Q: To what extent is your company involved in the following aspects related to the customer lifecycle?  
Q: To what extent is your company involved in the following aspects related to the customer experience?  
Q: To what extent is your company involved in the following aspects related to the customer value?

**CUSTOMER CENTRICITY: mean = 5.0**

N (Total) = 72  
Filter = None



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# A true customer centric Company Culture

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# A true customer centric Company Culture

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**Push the culture to the next level**

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Create a fantastic


# Customer Experience

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**Avoid  
Service  
schizophrenia**





**Start every  
meeting with  
a story about  
a customer.**

# Create a listening culture by sharing customer stories.



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# A true customer centric Company Culture

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**Push the culture to the next level**

**Capture the customer data**







**“Data is the new oil”**

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# A true customer centric Company Culture

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**Push the culture to the next level**

**Capture the customer data**

**Create real time applications**



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### 1 TIP



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# And remember...

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.....

**When your eyes are facing your boss,  
your back is facing the customer.**

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# Thank you!

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