ROUNDTABLE

Customer centricity: Notes from a roundtable

KEY COMMENTS AND TOP TAKEAWAYS

B2B LEADERS

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1. **Customer insight is an essential pre-requisite for customer centricity.** Marketers must build this into their plan and activities as a fundamental.

2. **The point of being customer centric is to better retain and upsell customers.** In today's world, given the amount of information available to buyers, they are more cynical and footloose than ever. And more willing to move to one of your competitors. You need to work harder and harder to keep them. Customers can vote with their feet, as they do in the consumer world.

3. **Customer insight is a great way of reflecting the business back on itself.** It can be used to create a crisis, but better still, to highlight an opportunity, casting the issue in a positive light rather than a negative one.

4. **Vested interest can be a primary obstacle to embracing customer centricity.** The challenge for marketers is to convince stakeholders that feedback is not personal, or an attack on them – it's about the business.

5. **Being customer-centric requires a big cultural shift away from being operationally focused.** This is a philosophical migration that can be hugely challenging for some individuals, who may not be able to adapt, and may need to leave the business.

6. **In many B2B companies, it's simply not possible for marketing to actually 'own' the customer** – particularly in professional services and firms with a retail outlet, where this interface is owned by another party.

7. **Net Promoter Score (NPS) is a good foundation for customer centricity.** It provides some good baseline stats on what customers really think of your organisation. However, it can be difficult to get commitment to embarking on an NPS programme from the sales team, because they believe they know what customers think already. There can also be lots of different people at your customer end involved in the relationship with your brand, so there's a question about what it is that you actually measure. NPS is not necessarily the perfect tool for measuring client sentiment, and it's expensive, but it's still the best thing out there.

About B2B Leaders

B2B LEADERS

The B2B Leaders programme is a network of the most senior figures in the B2B marketing space, from heads of marketing to global CMOs of leading brands.

Members benefit from a unique and invaluable opportunity to regularly network and collaborate with senior-level peers, share insights and discuss strategic challenges.

Membership is by invitation only, and includes:

- Annual Leaders Forum ticket, the only B2B marketing leader's event of its kind.
- Monthly roundtables, focused on key marketing leadership topics.
- Monthly roundtable findings reports.
- Annual ***B2B Leaders Report,*** with key research data and insights.

The B2B Leaders programme counts senior marketing names in Deloitte, Oracle, Atos, Dell, HSBC, KPMG and Adobe among its members, all sharing ideas on topics ranging from team development to board interaction.

To register your interest in the programme call +44 (0)20 7014 44920

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