HOW TO MAKE THE CUSTOMER YOUR BOSS

4 Steps To Turn The Austrian Principle Of Customer Sovereignty Into Profitable Action.



Select the right customers and know them deeply.

- Intimate contextual knowledge on multiple dimensions.
- Active feedback loops.



Empathic understanding of their quest for value (the problem they need solving).

- Hyper-detailed contextual inquiry.
- V Listen, listen, listen.
- Empathy as a skill for all your employees.



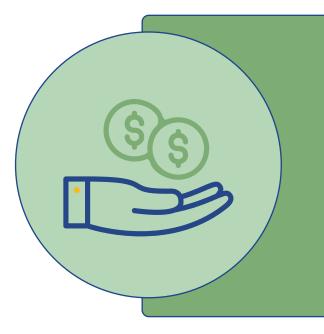
Solution design in iterative stages directed by customers.

- Fast prototypes for fast feedback.
- Add features for detailed feedback and preference data.
- Test, test, test.



Track customer satisfaction with multiple tools.

- Customer Satisfaction Score.
- Net Promoter Score.
- **Customer Effort Score.**



Put customer needs and customer value first.

Serve, serve, serve.

Profits will follow!



