



On Being Customer-Centric aka Why Stuff Sells

Presented to the Women Entrepreneurs @ Berkeley
March 21, 2019

Old School Marketing Mindset

Industry	Traditional Product =	Traditional Value Proposition
Truck Manufacturing	Trucks	“We sell and service trucks”
Aerospace Components	Aerospace fasteners	“We sell high performance fasteners”
Utilities	Electricity	“We provide electricity reliability”
Chemicals	Lubricants	“We sell a wide range of lubricants”
Pharmaceuticals	Drugs	“We sell pharmaceuticals”

Focus on what we do

Customer-Centric Mindset

Traditional Value Prop	+ Value Added Services	= Customer-Centric Value Prop
“We sell and service trucks”	<ul style="list-style-type: none">• Financing• Service	“We can help you reduce your life-cycle transportation costs”
“We sell high performance fasteners”	Application / design support	“We can reduce your operational costs”
“We provide electricity reliability”	Energy asset maintenance	“We can help you reduce your total energy costs”
“We sell a wide range of lubricants”	<ul style="list-style-type: none">• Usage and application design• Lubricant analysis	“We can increase your machine performance and uptime”
“We sell pharmaceuticals”	<ul style="list-style-type: none">• Product support• Outcomes-driven database	“We can help you better manage your patient base”

Focus on what they get

Customer Centricity Defined

“Too many people think that being customer centric means doing everything that your customers want, and that’s not the case. Being friendly and offering good service are a part of customer centricity, but they are not the whole thing.”

*- Peter Fader,
Wharton School of Business*

Friendly to All

“Customer centricity means that you’re going to be friendly and provide good enough service to everyone. But you’ll develop new products and specialized services or service levels for the subset of customers who provide a lot of value for you.”

-Adapted from Peter Fader

Added Services for Higher Value Customers

CC = Friendly to All + Added Services for Higher Value Customers

Leadership Principles



Our Leadership Principles aren't just a pretty inspirational wall hanging. These Principles work hard, just like we do. Amazonians use them, every day, whether they're discussing ideas for new projects, deciding on the best solution for a customer's problem, or interviewing candidates. It's just one of the things that makes Amazon peculiar.

1. Customer Obsession
2. Ownership
3. Invent and Simplify
4. Are Right, A Lot
5. Learn and Be Curious
6. Hire and Develop the Best
7. Insist on High Standards
8. Think Big
9. Bias for Action
10. Frugality
11. Earn Trust
12. Dive Deep
13. Have a Backbone;
Disagree and Commit
14. Deliver Results

Nike's 11 Maxims



It is our nature to innovate

Nike is a company

Nike is a brand

Simplify and go

The consumer decides

Be a sponge

Evolve immediately

Do the right thing

Master the fundamentals

We are on the offense – always

*Remember the man**



“The cultural facet of brands’ vision underlines that brands are engaged in an ideological competition.”

– Jean Noel Kapferer. Brand Expert, Emeritus Faculty Member, HEC Business School, Paris

Achieving Customer Centricity

Goal

Understand customer needs and value



Identify the customer's "journey" to loyalty and advocacy



Sync the brand up with customers' lives



Tactics

- Conduct ethnographic / other customer research
- Identify CLV
- Map the customer experience
- Measure conversion
- Identify / create profitable, high impact brand touchpoints (experiences)
- Generate / seek out content that enhances the brand experience

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Conduct customer research

From Soap to Beautiful



2000

How to go from
also-ran to the
leading brand



>3,000 women, 10 countries
Understand her priorities, interests,
self-image

Just 2%
of women

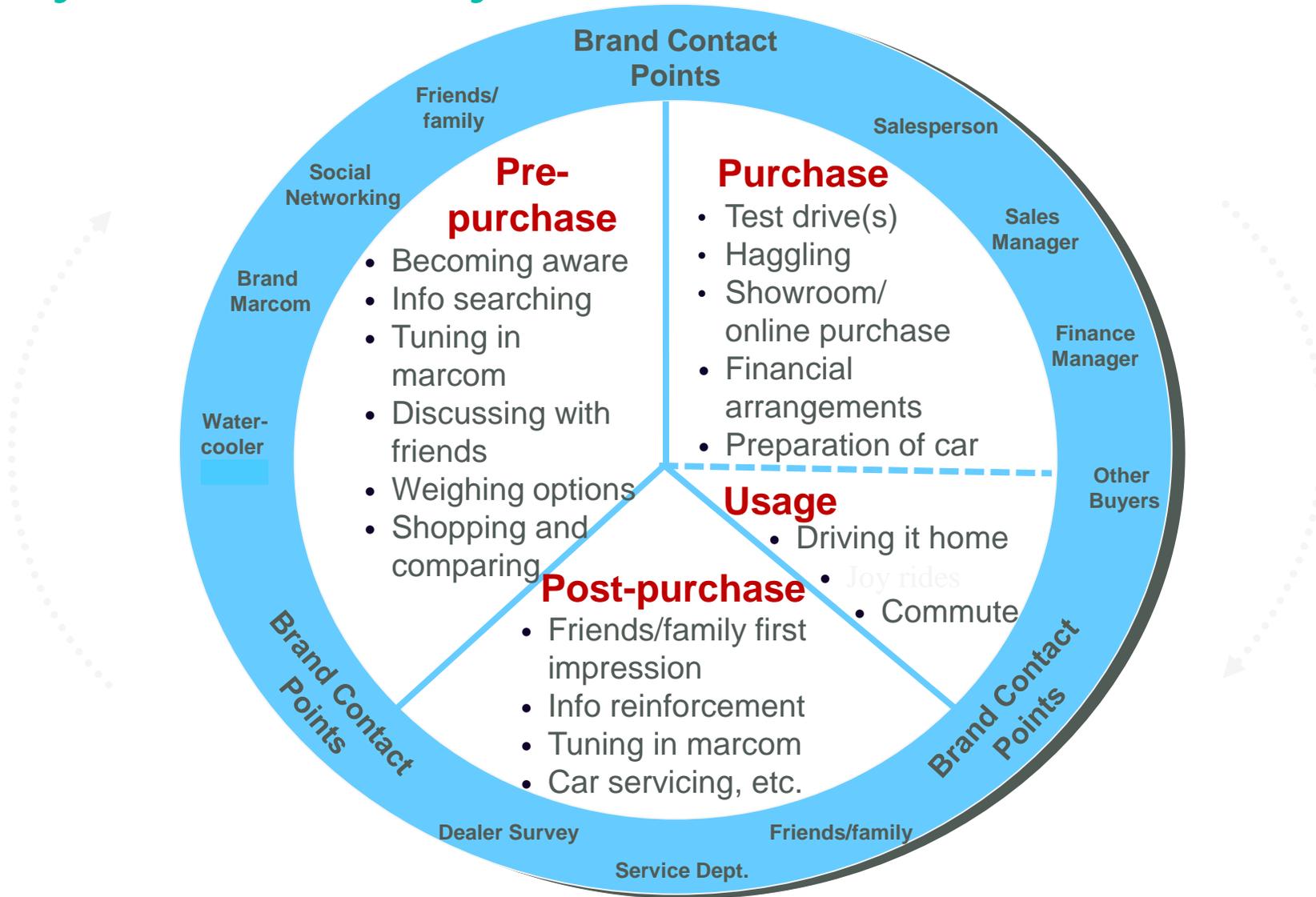
Resulted in campaign that tapped into what women were thinking
and feeling about themselves, helping Dove become more
relevant to them -- and more profitable!

Don't manipulate our
perceptions of real beauty.



Map the customer experience

Car Buyer's Journey



Create high impact touchpoints

Museum of Ice Cream Sponsored Experiences



- Began in 2016 as a pop-up in Manhattan's Meatpacking District.
- Has surpassed 1 million visitors across its various locations - tickets @\$38



Dove saw a 9% increase in sales in the one month after been opening.



Target's Q1 2018, store traffic grew 3.7 percent, and YOY revenue increased a 3.5% to \$16.6 billion.

Create high impact touchpoints

Energizing Marketing to Create Buzz

Launching a cereal restaurant to promote cereal as an artisanal, any-time-of-day snack

Kellogg's NYC

CAUSE MARKETING

OpenTable Partners With Kellogg's For Pop-Up Cereal Residency

BY [STEVEN WONG](#) | AUG 23, 2018, 03:48PM PDT | [Twitter](#) [Email](#)

Kellogg is partnering with Food Network star Duff Goldman and OpenTable to launch a pop-up culinary residency at Kellogg's NYC Café this fall to benefit the nonprofit organization No Kid Hungry.



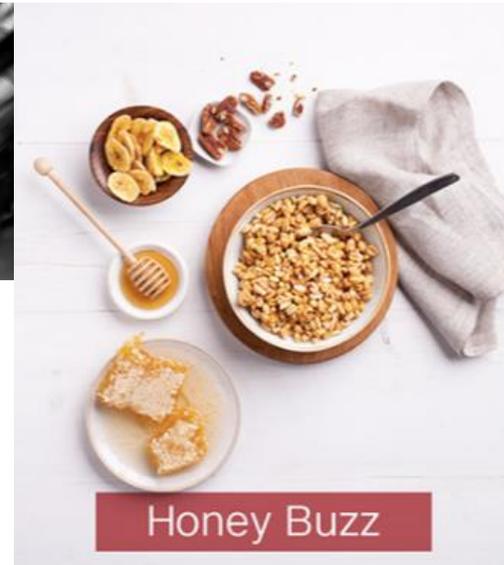
- DIY cereal bar with over 30 playful toppings
- Delicious creations by Lauren Conrad
- Pop-Tarts & Oddfellows ice cream sandwich
- Specialty cereal drinks
- So much more...



- Free wi-fi
- 2,000 sq ft of ridiculously comfortable seating
- Views over Union Square Park
- 65" TVs
- Tons of card and board games
- Conference/game room available for rent



- Instagram station:
 - Style your bowl
 - Design your set
 - Capture the perfect shot
 - Share it with your friends
- Make a great bowl and have it featured on the menu



Generate / seek out brand-enhancing content



Tools for Creating Repeat Buyers & Fans

Loyalty Program Benefits

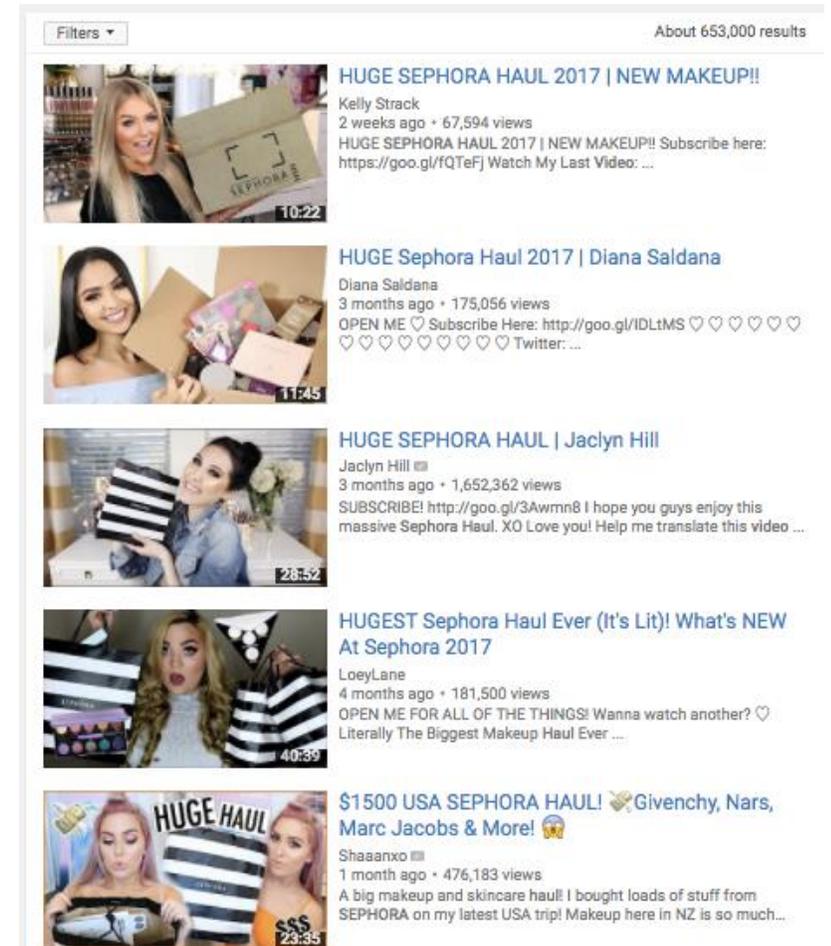


<https://www.youtube.com/watch?v=2TbYieo5XFf>

Company-Sponsored Content



Consumer-Generated Content



Bottom Line

- Customer centricity means “it’s about them, not us”
- Conducting customer research and building and employing customer journey maps helps marketers create experiences at key points in the decision process that align to the customer’s world
- The resulting customer insights can be game changers that lead to market leadership





Thank you.

Let us hear from you!

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Our Team

- Experienced marketing practitioners
- Marketing and brand strategy faculty
- Industry thought leaders



Carol

Judy

Marty

Our Backgrounds

ILLUMINATIONS
Living by Candlelight

patagonia



accenture

BCG

Prophet

Leo Burnett

JWT

Y&R

Berkeley Haas

