



Popular Myths of *Customer Centricity*

Why so many customer experience
initiatives fail

one
stone



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MYTH 1

CUSTOMER CENTRICITY IS:

LIVING UP TO CUSTOMERS' EXPECTATIONS



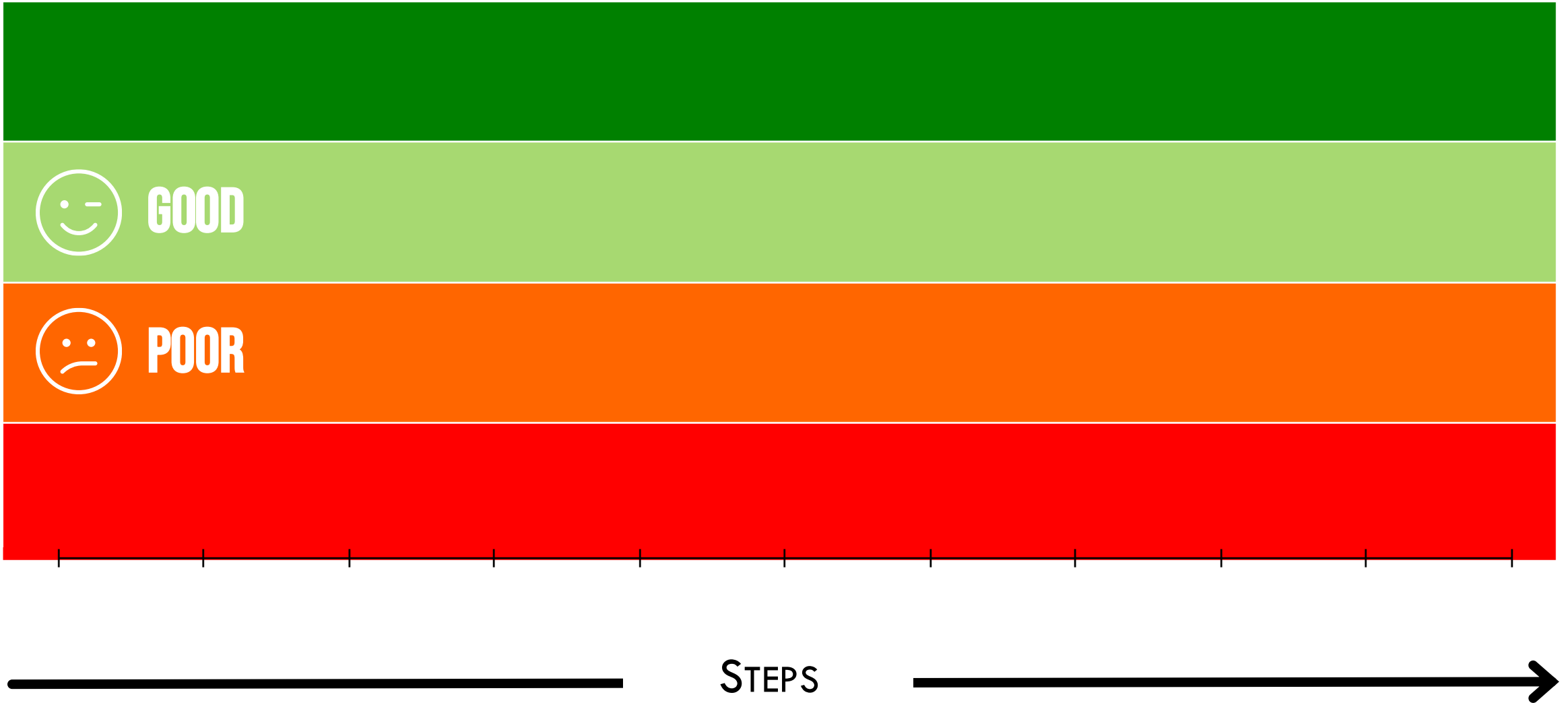


McCafé

RESTORAN

McDonald's

THE CUSTOMER JOURNEY



THE CUSTOMER JOURNEY



UNBRIDLED JOY



GOOD



POOR

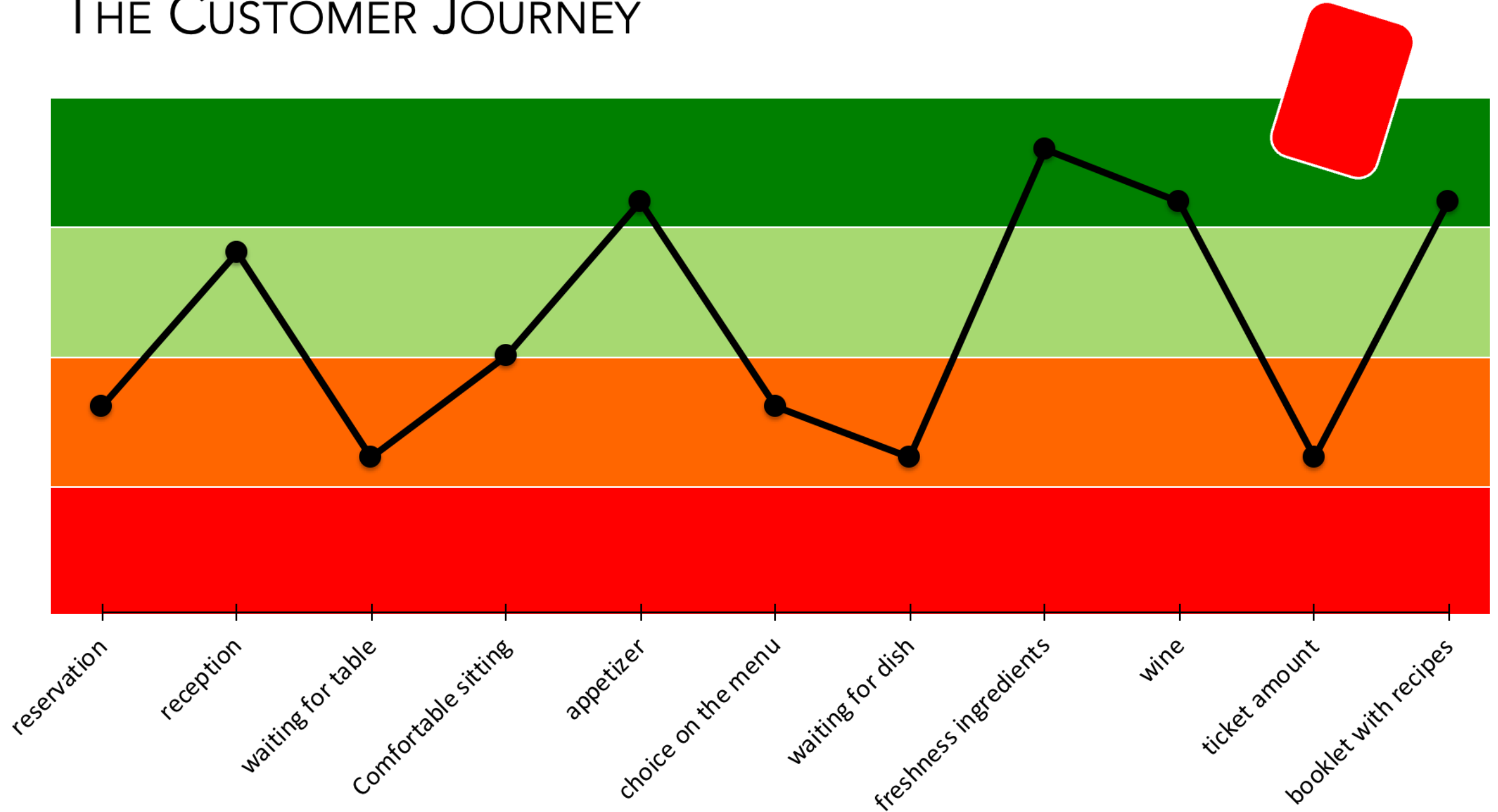


DEEP MISERY

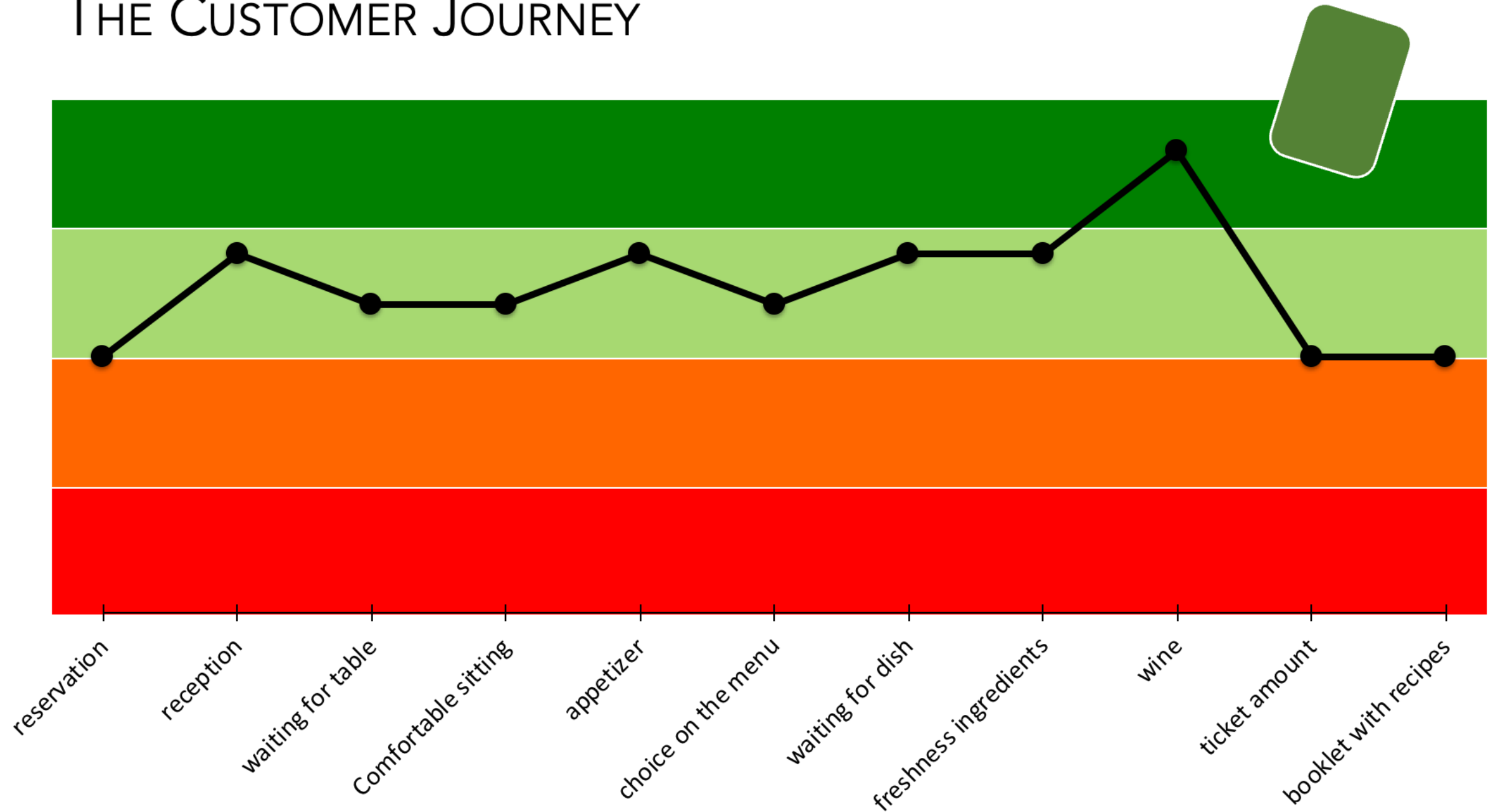
STEPS



THE CUSTOMER JOURNEY



THE CUSTOMER JOURNEY



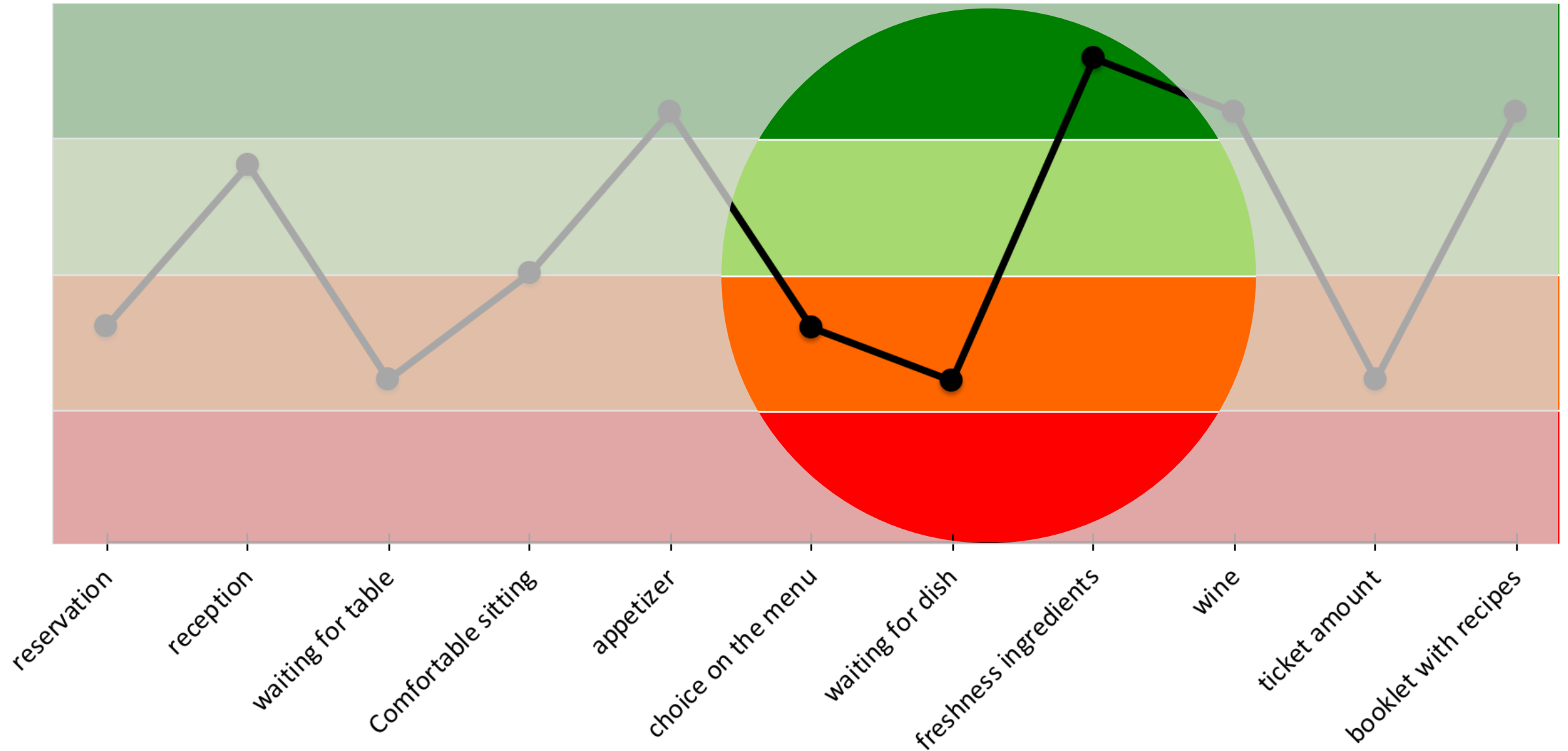
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SLOW FOOD RESTAURANT OG SELSKABSLOKALE

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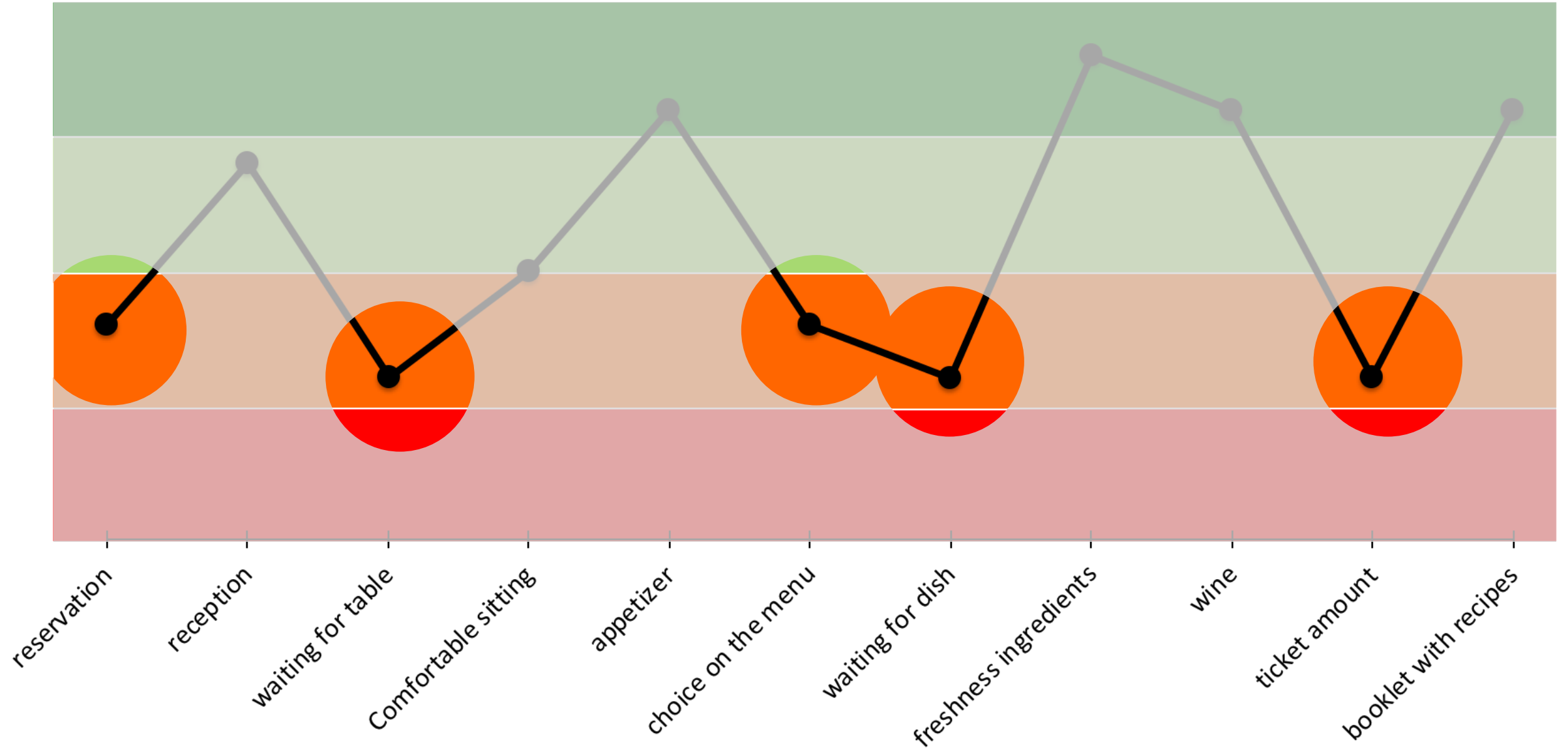


Slow Food®

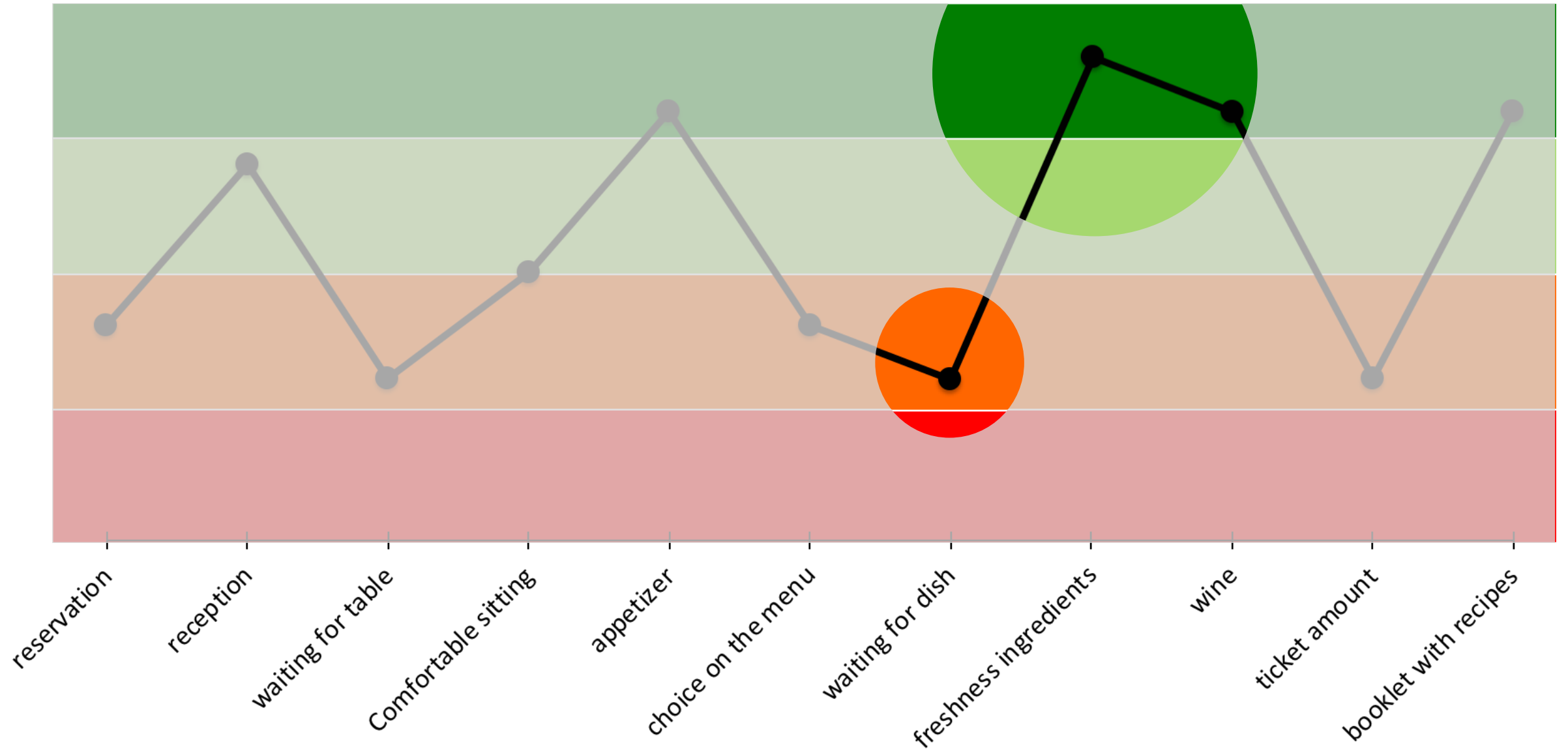
THE CUSTOMER JOURNEY



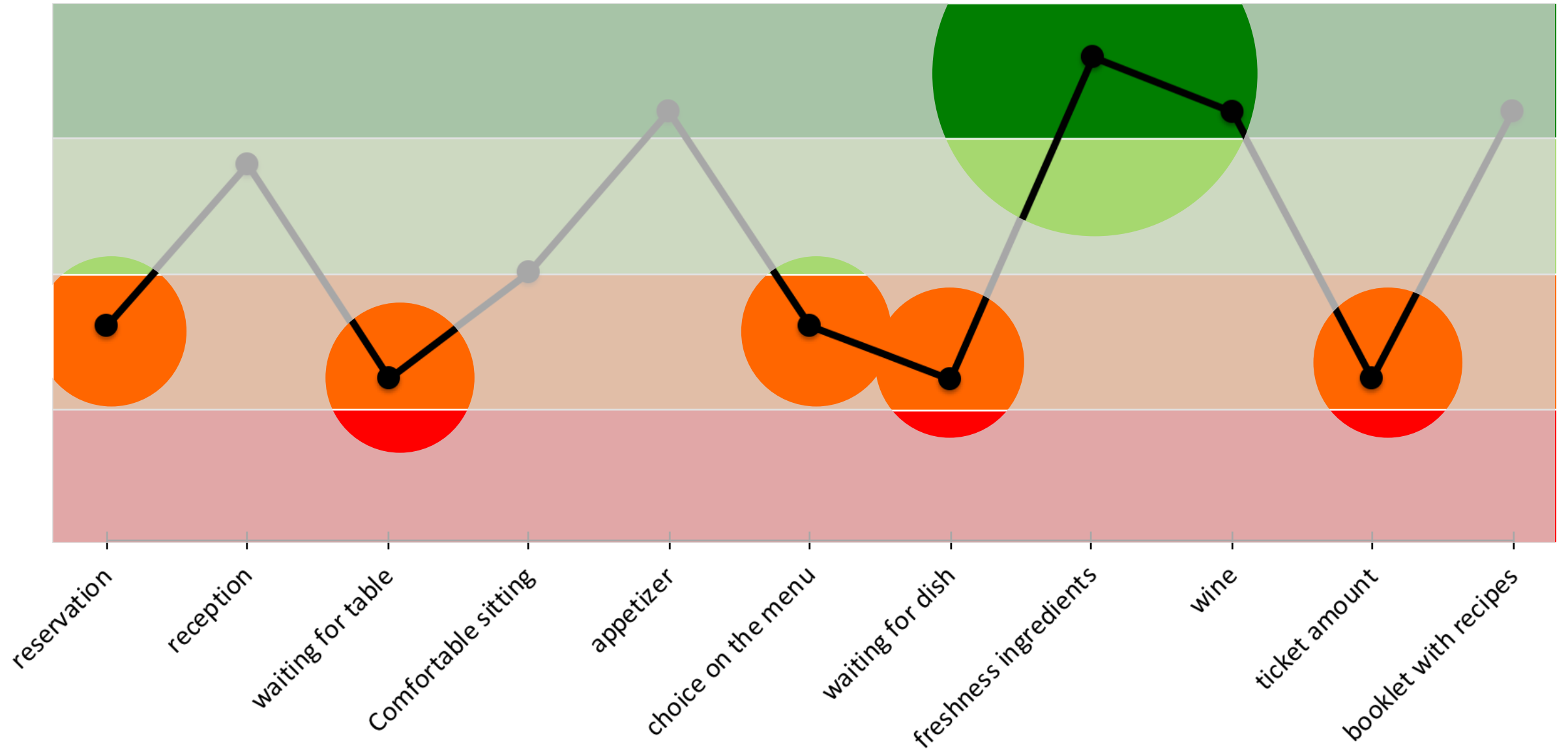
THE CUSTOMER JOURNEY



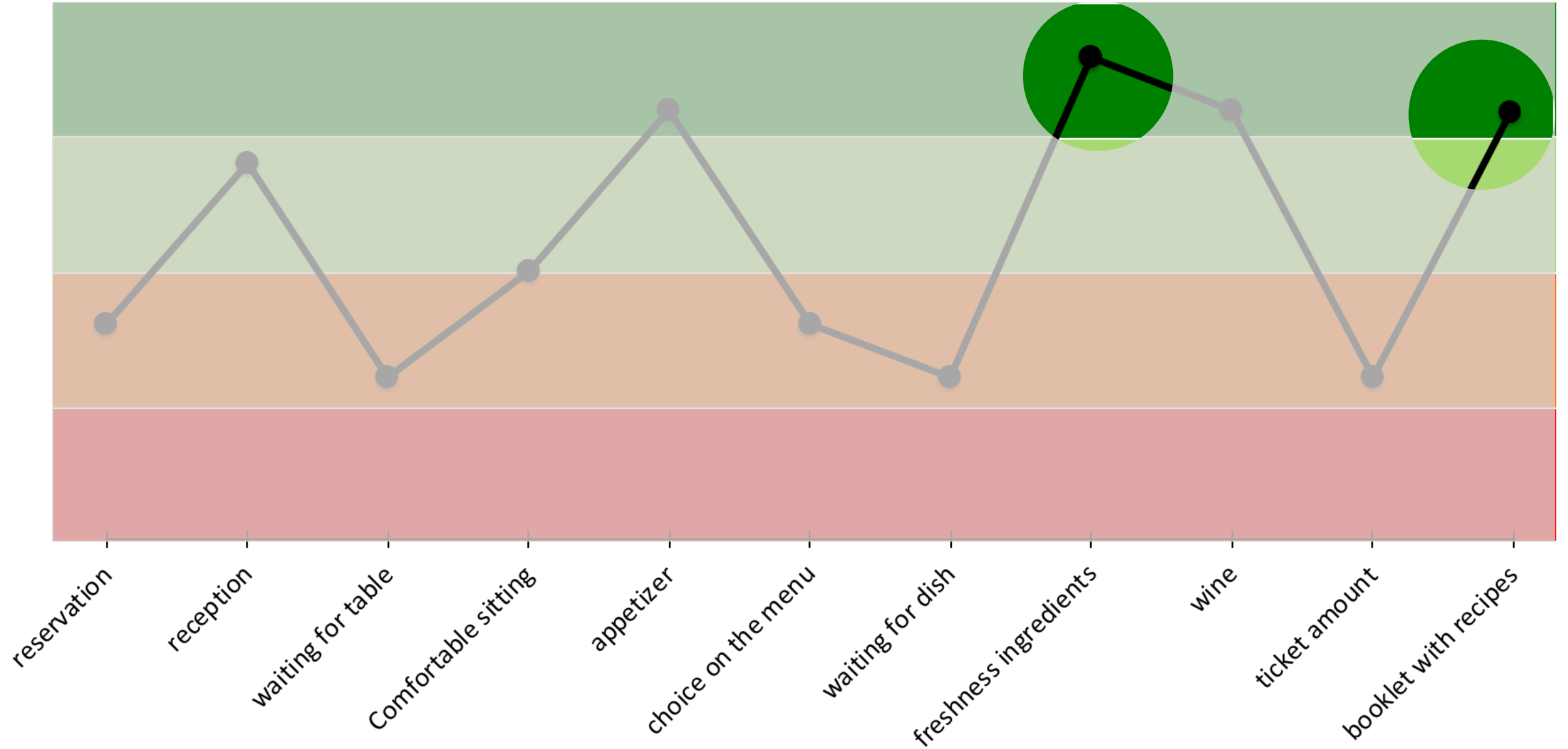
THE CUSTOMER JOURNEY



THE CUSTOMER JOURNEY



THE CUSTOMER JOURNEY





MYTH 2

CUSTOMER CENTRICITY IS:
A MATTER OF ATTITUDE





“ Customer service is not a department,
it's an attitude! ”





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36,000 lts

DIESEL FUEL in Arabic

NOSMOKING IN ARABIC

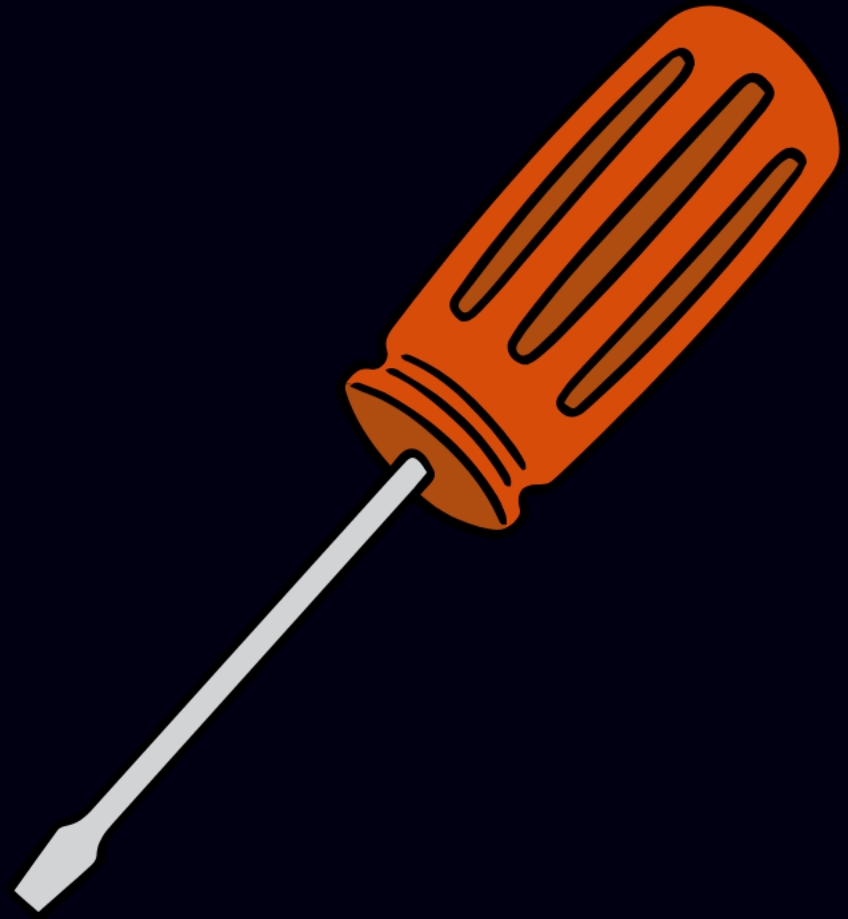


Can you provide top
Customer Experience

*without hiring
superhero's?*



Fix your processes
not your people



GREAT MYTHS OF CUSTOMER CENTRICITY



LIVING UP TO CUSTOMERS' EXPECTATIONS



A MATTER OF ATTITUDE

horst remes

customer experience expert

redesigning processes to make them
efficient and customer centric

espresso and wine lover
rickenbacker & duesenberg player



horstremes



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