

# HOW TO *build* A CUSTOMER-FOCUSED CULTURE

SIX TIPS TO HELP INSTILL A CUSTOMER-FIRST MINDSET IN YOUR BUSINESS

## 01

### LISTEN TO YOUR CUSTOMERS

- Drop in on customer service calls
- Create a customer advisory board
- Get regular feedback through surveys
- Make social listening a core competency



#### EXPECTATIONS



#### REALITY



## 02

### MAKE SPACE FOR IDEAS

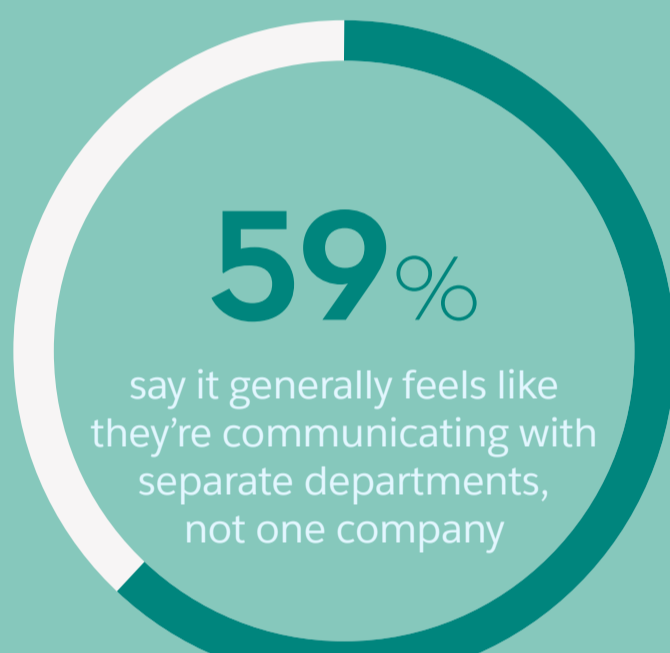
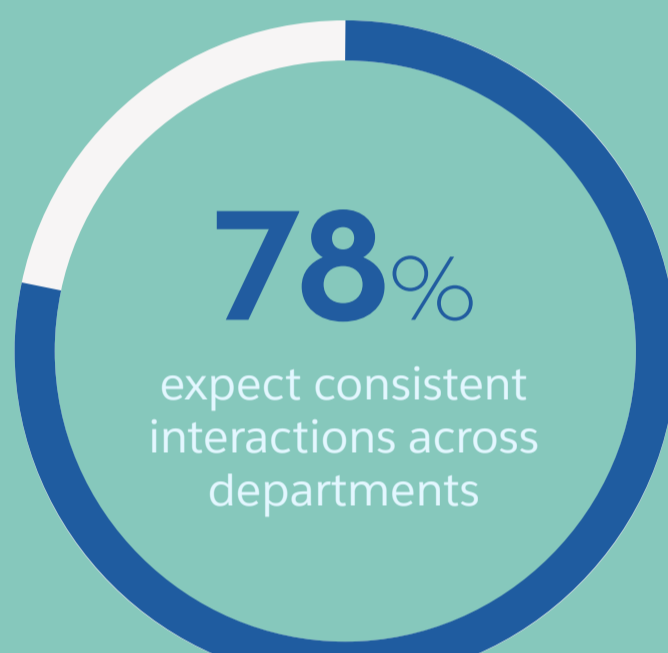
“The role of a leader is not to come up with all the great ideas. The role of a leader is to create an environment in which great ideas can happen.”

Simon Sinek, author and organizational consultant

## 03

### BREAK DOWN INTERNAL BARRIERS

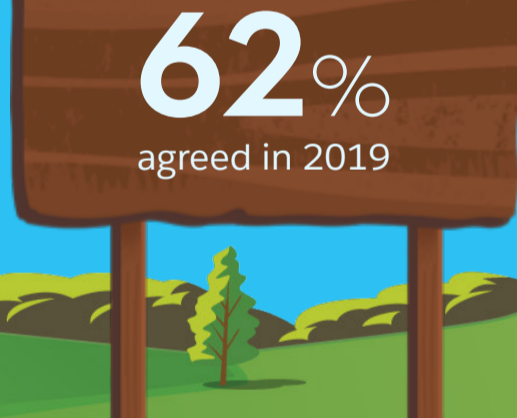
Silos, swim lanes, bubbles. Whatever you call them, it's time to kiss them goodbye and build a path toward a single view of your customer.



## 04

### UNLOCK DATA WITH TECHNOLOGY

More customers are open to the use of artificial intelligence to improve their experiences.



## 05

### APPOINT A CUSTOMER-FOCUSED ADVOCATE

A chief customer officer serves as the voice of the customer throughout your organization. Job number one is making sure all teams operate with a customer-focused mindset.



## 06

### LAST BUT NOT LEAST - PRIORITIZE YOUR EFFORTS!

“Realize that you won't be able to bring the same focus to everything in the beginning. There won't be enough people or enough hours in the day. So focus on the 20% that makes 80% of the difference.”

Salesforce co-CEO and Founder Marc Benioff in *Behind the Cloud*



To see all the trends transforming customer engagement, check out the full “State of the Connected Customer” report:

[salesforce.com/connectedcustomer](https://salesforce.com/connectedcustomer)