

Video Transcript

The 8 Habits of Customer-Centric Leaders by Skillsoft YouTube

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If you asked Jeff Bezos whether Amazon will be around in 30 years, his answer is simple. Probably not. However, Bezos is just as quick to state that the only way to prolong Amazon's inevitable demise is to be customer-obsessed. As he said, if we start to focus on ourselves instead of focusing on our customers, that will be the beginning of the end.

Bezos is onto something important here. The data shows that companies which achieve the highest level of customer obsession are far more profitable. So that begs the question, how can an organization achieve a culture of customer obsession? The answer to this question is to develop customer-obsessed leaders. Customer-obsessed leaders employ the following habitual practices.

1. Number one, customer data. They religiously collect and analyze customer data to glean insights that will make a difference in better serving their customers. Customer-obsessed leaders use customer experience metrics to define strategy and produce tangible outcomes.
2. Number two, continual learners. They're open to new ideas and are naturally curious. They adopt a continuous learning mindset.
3. Number three, they establish standards. They set high standards for satisfying customers and make those standards very visible.
4. Number four, they incentivize actions. They recognize and reward customer obsession when it happens, creating incentives for their teams when they demonstrate customer empathy and advocacy.
5. Number five, cross-team collaboration. They are great at collaborating cross functionally to address customer problems and improve outcomes holistically.
6. Number six, they set the foundation. They marshal required resources for customer-centric initiatives, and they are tireless advocates.
7. Number seven, they make customer-informed decisions. They use customer information, input, and challenges and successes to inform all major decisions.
8. And finally, number eight, they leverage design thinking. They master the competencies of design thinking and roll out design thinking practices across their teams.

The leaders who succeed in the age of the customer understand that they need to master design thinking tools to support their shift to customer obsession. Any organization operating in the digital economy is also operating in the age of the customer. To achieve customer obsession, companies must embody a deep culture of collaboration and be customer-led, insights-driven, and biased towards action. Are the leaders in your organization customer-obsessed?

To learn more about how the Skillssoft Leadership Development Program can help your leaders become more customer-centric, visit [Skillssoft.com](https://www.skillssoft.com).