Five Pillars of Customer Centricity

Consistently delivering positive customer experience to create value for all

- **Leadership and culture**
  (customer focused leadership and culture)

- **Focusing operations**
  (focusing operations on the customer - compliance, risk, IT, HR, finance, marketing, legal, training)

- **People, tools and insights**
  (collecting information, generating insights, informing strategy, informing customer value propositions and empowering employees)

- **Customer experience**
  (based on insights generated, design, concepts, test, build, delivery, scale and renewal)

- **Creating value**
  (creating and measuring value: at customer, firm and society level)

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Current emphasis on design, need much more to move to the implementation of customer centric solutions, embedding customer centricity in organizations needs these pillars