



*Sharpend company
vision*

*Develop
customer-centric
mindset*

*Proven Amazon
methods*

CUSTOMER CENTRICITY

**FOR THRIVING BUSINESSES WITH
LOYAL CUSTOMERS**

“Customer centricity is not a temporary activity practiced to achieve short-term goals, but a mindset.” – Expertise in customer-centricity ensures competitive and high-demand products, outstanding customer loyalty and thriving business. Customer centricity is an art, but it can be learned: so that both your own team and your desired target group are convinced of your company and its activities on all levels - rationally, emotionally and throughout their entire customer experience.



ACTION PLAN

Increase customer centricity for business growth and outstandingly loyal customers

PHASE I: Customer Centricity Assessment

Pursuing new ideas without looking at the status quo is like flying into space blind. That's why we start with an audit, to be able to set individual priorities based on this. In doing so, we take a look inwards your company as well as outside to its customers and the market.

PHASE II: The “WHY” as a basis

In interactive workshops and with design thinking methods we sharpen your vision, dive into your values and define clear goals. This foundation will help you to make your goals more transparent within the company and attract your ideal customers.


PHASE III: Customer Centricity Acceleration

Based on the customer-centricity audit in Phase 1, we jointly prioritize the most important current challenges for your company and select appropriate methods to support you hands-on. The toolset includes, for example, concepts for successful content marketing, Amazon's famous “PR-FAQ” as preparation for new products or services, or approaches to prevent common problems at your interfaces with customers.



Expert: Melanie Hoffmann | [Founder Customer Delight Consulting](#)

Melanie Hoffmann is a “bridge-builder” for customer centricity, eCommerce topics and digital change processes. Empathic, structured and data-driven, she ensures a shared vision as well as goal-oriented collaboration in SMEs and scale-ups that want to positively shape and accelerate their growth. Melanie looks back on almost 20 years of experience in the digital and media industry. At Amazon, she led teams for Kindle eBooks and Amazon Publishing as Senior Marketing Manager for several years. There she deepened her fascination and know-how in customer centricity and afterwards founded her own boutique consultancy Customer Delight in 2018.

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