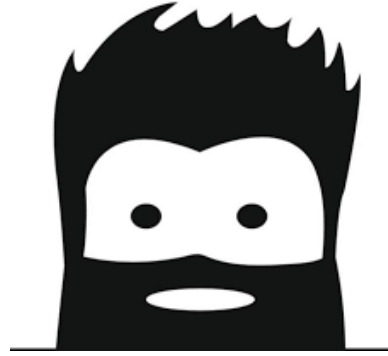


**YES, TECH IS GREAT, BUT THERE'S  
MORE YOU'LL NEED TO DO IF YOU'RE  
GOING TO KEEP YOUR CUSTOMERS  
COMING BACK.....**



**John Upton**



iCustomer

**LEON.**  
NATURALLY FAST FOOD





**EXACTLY  
WHAT YOU  
NEED TO  
DO!**

# Have a clear customer purpose

- Be the world's best XXXX
- Making it easier for everyone to XXXX

# Have a Customer Philosophy: The 3 Rs

- Realistic – Be critically honest about what customers truly think about your business, good and bad
- Relevant – Stay in tune with what customers really need and want
- Relentless – Constant focus on consistently delivering basic needs, day in day out

# **SO, WHAT IS A BASIC NEED?**

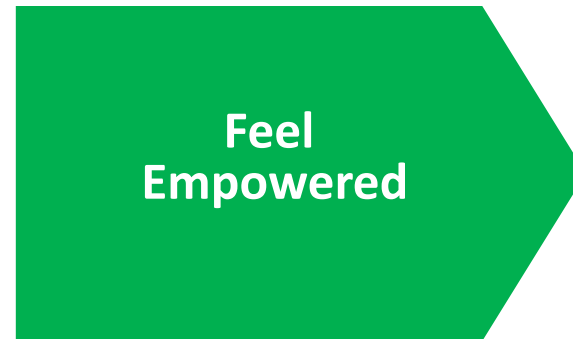
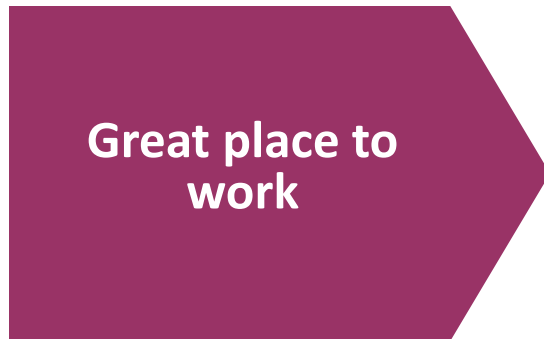
**Applies to Customers & Employees**

**a Need is something that must  
be there – without it the whole  
experience, service and  
proposition fails.**

# Harvard agrees – it's all about Needs

What Employees Need

What Businesses need



Service or product that is designed & delivered to meet targeted  
**Customer Needs**

# Questions for You

- How honest are you re your current business performance, esp re what customers are saying?
- What are your customers telling you about your relevance to them?
- How do you know that customers' basic needs are actually being delivered day in day out by your teams?
- Do you actually know what your customers' needs are?



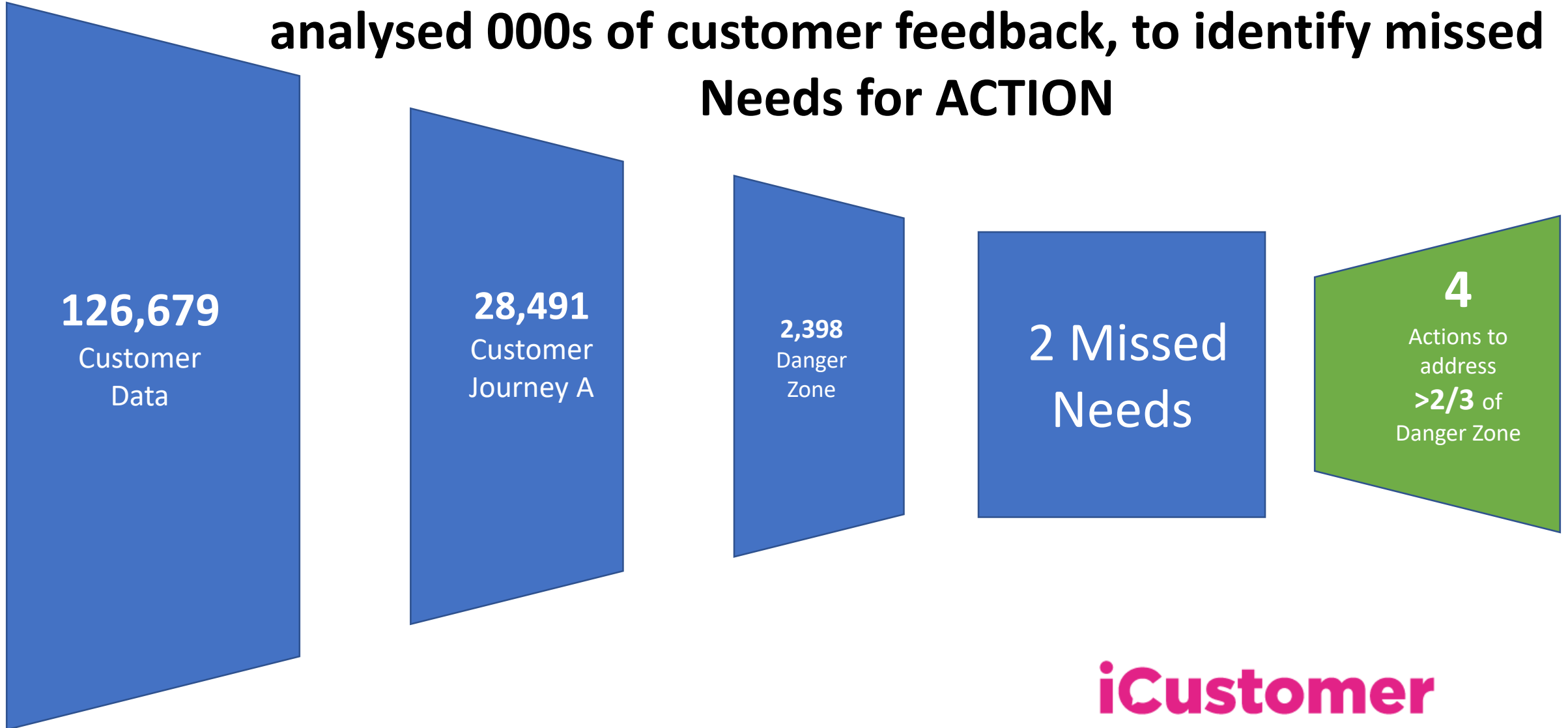
# Insight & Data Driven Decisions

- Absolutely critical to use data, not just GUT
- Be forensic in your approach
- Include Data/Insight in all decisions / senior meetings
- Avoid paralysis by analysis....

# Questions for You

- Are you honestly investing time and resources to dig deep into your data?
- Do your teams routinely use data when making decisions?
- Have you got the right skills in your team to do this?

# Dealing with Big Data: Fusion of AI and deep CX expertise analysed 000s of customer feedback, to identify missed Needs for ACTION



**iCustomer**

# Courage to take informed risks

- If you're not performing to the level you want, then you have to take some risk
- Consider hiring “out of industry” expertise
- Just because “it’s always been done like this”, doesn’t mean you can’t change for the future
- Be prepared to reduce/kill projects

# Questions for You

- What's the appetite for risk taking in your business?
- Can you identify those opportunities that will make a significant difference to you and your customers?
- When did you last have a cull of departmental projects?

# Embrace Cohesive & Diverse Leadership

- Diverse perspectives add real value
- Investment in team building is good
- Too many "leaders" can lead to "committee rule" and delay
- Autocratic leadership will lead to fear & paralysis
- Embrace Servant Leadership

# Questions for You

- What's the leadership style and approach in your business? Is it the right one?
- Have you got the right balance/people in your teams?
- Is constructive challenge and debate encouraged and rewarded in your team?

# So, to conclude, if you're going to sustainably meet your customers' needs...

- Clear Customer Purpose & Philosophy
- RELENTLESS delivery of both Customer and Employee Needs
- Forensic use of Data & leverage smart Tech
- Take Informed Risks
- Embrace Cohesive & Diverse Leadership



# THANK YOU!

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