More customers are open to the use of artificial intelligence to improve their experiences. To see all the trends transforming customer engagement, check out the full “State of the Connected Customer” report: salesforce.com/connectedcustomer

How to Build a Customer-Focused Culture

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

01 LISTEN TO YOUR CUSTOMERS

Expectations: 73% impact customer to make better decisions and experience.

Reality: 51% say companies generally improve their products and services.

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.

Source: Simon Sinek, author and organizational consultant

03 BREAK DOWN INTERNAL BARRIERS

With customer expectations changing, it’s time to let them guide you and build a path of customer insights into your business.

Expectations: 78% want consistent interactions across departments.

Reality: 59% say it generally feels like they’re communicating with separate departments, not one company.

04 UNLOCK DATA WITH TECHNOLOGY

Most customers are ready to take advantage of artificial intelligence to improve their experiences.

Expectations: 59% want improved AI.

Reality: 62% say it will result in better experiences.

05 APPOINT A CUSTOMER-FOCUSED ADVOCATE

A chief customer officer serves as the voice of the customer throughout your organization. How about a mandate to ensure all teams operate with a customer-focused mindset?

Expectations: 95% agree with a customer-focused mandate.

Reality: 90% agree with a customer-focused mandate.

06 LAST BUT NOT LEAST – PRIORITIZE YOUR EFFORTS!

“Deals that you won’t be able to bring the same focus to anything 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

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