



Competitive Value is at the Center of Customer Centricity

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Our customers are – and probably have been all along – buying from us based on VALUE! Not price, dazzle, or a “wine and dine” based relationship. It’s VALUE!

They buy from us because we can satisfy their needs and wants and solve their problems by providing the most/best benefits for their available dollar! They buy from us because they EXPECT us to satisfy their needs and because their EXPERIENCES match those expectations!

That’s what COMPETITIVE VALUE is used for: providing benefits that customers are willing to acquire in exchange for something they value. It’s these benefits that define our “Total Value Proposition.” It’s what we compete with!

The key word is “providing.” In order to provide benefits we have to be able to recognize what they should be and then be able to create and deliver them. These abilities are our COMPETITIVE VALUE!

This is why COMPETITIVE VALUE is at the Center of Customer Centricity:

- We must have the ability to LEARN what benefits our customers need and want, what experiences they expect applying these benefits, and what the future holds for their businesses so they can be successful at meeting their goals.
- Then we use our enterprise’s abilities (our internal COMPETITIVE VALUE) – company, suppliers, and partners – to use this customer-based knowledge to define and build THE customer-based value proposition – per individual or per segment – that leads to, not only our customers’ success, but ours as well.

Doing this will result in a VALUE PROPOSITION that allows us to compete based on the real reason customers buy from us – VALUE they can use!

The VALUE PROPOSITION requires more than a Sales, Marketing and Service Customer Centric approach. Just as important as their contributions are to centricity so are the contributions of, for example:

- The HR department’s activities of hiring skilled talent and making sure they are well trained,
- Everyone in the organization making sure that errors – unexpected customer experiences – are eliminated, and
- The IT department making sure communication systems “touch” everyone involved in creating the value proposition.

Bottom line: Creating the value proposition using the competitive value in the enterprise – all focused on what the proposition really means to the customer and the company – is a company collaborative effort. Everyone has their part: if you are a member of the enterprise, you contribute VALUE!

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