

## Customer Centered Products Creating Successful Products Through Smart Requirements Management

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Customer-centered products : creating successful products through smart requirements management. Responsibility Ivy F. Hooks & Kristin A. Farry. Imprint New York : AMACOM, c2001. Physical description xxxi, 272 p. : ill ; 24 cm. Online. Available online At the library. SAL3 (off-campus storage) Stacks Request.

### **4 Successful Businesses Following A Customer-Centric Model ...**

It's no longer enough to have a great product at a great price. Eight out of 10 customers say the experience a company provides is as important as its products and services. And smart businesses are taking note; Google searches for the phrase "customer experience" have nearly tripled in the last decade (note Google Trends chart below).

### **How to Create a Customer Centric Strategy For Your Business**

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Explain why successful new product development requires a customer-centered, team-based, and systematic effort Customer-Centred New-Product Development. New-product development that focuses on finding new ways to solve customer problems and create more customer-satisfying experiences

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Whether in service, manufacturing, or merchandising, the most important thing the most successful business have in common today - a customer-centric business model. As companies transition from product-oriented to customer oriented, this process entails complete organizational planning and a long-term commitment to consistency.

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Being customer centric is a way of living into the future by anticipating customer needs and creating value through products that meet those needs. It is not just good for business but makes good business sense. I wish companies always keep this philosophy in mind. Thanks, great job. Reply

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### **How to Create a Customer-Centric Experience - Salesforce Blog**

But creating and successfully maintaining a customer-centric culture is no easy task. It takes hard graft and an endlessly proactive and carefully strategized approach. By keeping these five tips in mind, you are well on your way to a customer-centric future.