

# HOW TO MAKE THE CUSTOMER YOUR BOSS

4 Steps To Turn The Austrian Principle Of Customer Sovereignty Into Profitable Action.



## Select the right customers and know them deeply.

- ✓ Intimate contextual knowledge on multiple dimensions.
- ✓ Active feedback loops.



## Empathic understanding of their quest for value (the problem they need solving).

- ✓ Hyper-detailed contextual inquiry.
- ✓ Listen, listen, listen.
- ✓ Empathy as a skill for all your employees.



## Solution design in iterative stages directed by customers.

- ✓ Fast prototypes for fast feedback.
- ✓ Add features for detailed feedback and preference data.
- ✓ Test, test, test.



## Track customer satisfaction with multiple tools.

- ✓ Customer Satisfaction Score.
- ✓ Net Promoter Score.
- ✓ Customer Effort Score.



**Put customer needs and customer value first.**

**Serve, serve, serve.**

**Profits will follow!**