



SNS COLLEGE OF TECHNOLOGY

(An Autonomous Institution)

Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai

Accredited by NAAC, UGC with 'A++' Grade (Cycle III) &

Accredited by NBA (B.E., CSE, EEE, ECE, Mech & B.Tech.IT)

COIMBATORE, 641 035, TAMIL NADU



DEPARTMENT OF AEROSPACE ENGINEERING

19MEE304 Total Quality Management

Topic: Customer Focus – Customer Orientation

Introduction

- **Definition:** Customer focus is a **business strategy** that prioritizes meeting and exceeding customer needs.
- **Objective:** Build long-term customer relationships, enhance brand loyalty, and drive business success.
- **Importance:**
 - Increases **customer satisfaction and retention**.
 - Helps in **product innovation and service improvement**.
 - Creates a **competitive advantage** in the market.

Key Principles of Customer Focus

1. **Understanding Customer Needs** – Identifying customer pain points using surveys, feedback, and data analytics.
2. **Delivering Quality Products & Services** – Aligning business processes to exceed customer expectations.
3. **Continuous Improvement** – Using **Kaizen, Six Sigma, and TQM** to enhance the customer experience.
4. **Customer Feedback Integration** – Implementing **Voice of the Customer (VoC) programs** to refine offerings.
5. **Building Strong Customer Relationships** – Personalization and customer engagement strategies.

Customer Orientation in Business

A. What is Customer Orientation?

- A **company-wide mindset** where every decision is made with the customer in mind.
- Ensures that **marketing, sales, R&D, and operations align** with customer expectations.
- **Example:** Amazon's **customer-first approach** drives its success in e-commerce.

B. Key Elements of Customer Orientation

1. **Customer-Centric Culture** – Employees are trained to prioritize customer needs.
2. **Personalized Experiences** – AI-driven recommendations (**Netflix, Spotify**).
3. **Fast & Responsive Service** – **24/7 customer support, chatbots, and self-service options.**
4. **Loyalty & Rewards Programs** – Encouraging repeat business (**Starbucks Rewards, Amazon Prime**).
5. **Data-Driven Decision Making** – Using analytics to understand customer behavior (**Google Ads targeting**).

Measuring Customer Focus

A. Customer Satisfaction Metrics

1. **Net Promoter Score (NPS)**: Measures customer loyalty based on likelihood to recommend.
2. **Customer Satisfaction Score (CSAT)**: Direct rating from customers after service.
3. **Customer Effort Score (CES)**: Evaluates how easy it is to interact with a company.
4. **Retention & Churn Rate**: Measures the percentage of returning customers.

B. Business Performance Metrics

- **Customer Lifetime Value (CLV)**: Predicts total revenue a business can earn from a customer.
- **First Response Time (FRT)**: Speed of customer service response.
- **Resolution Time**: How quickly customer issues are resolved.

Case Study: Apple's Customer-Focused Strategy

- **Product Innovation**: Apple **listens to customer feedback** for product enhancements (e.g., iPhone Pro models with better cameras).
- **Exceptional Service**: Genius Bar & AppleCare provide high-quality support.
- **Customer Loyalty**: High brand loyalty due to premium experience and ecosystem integration.

Best Practices for Implementing Customer Focus

1. **Leadership Commitment** – Senior management must advocate for a customer-first culture.
2. **Employee Training** – Equip staff with skills to enhance customer interactions.
3. **Customer-Centric Processes** – Streamline operations for faster, personalized service.
4. **Technology Integration** – Use **CRM, AI, and analytics** to optimize customer interactions.
5. **Feedback Loop Implementation** – Regularly update products/services based on customer input.

Conclusion

- **Customer focus is the foundation of business success.**
- Companies that prioritize customers **enhance loyalty, profitability, and market reputation.**
- Investing **in customer orientation leads to long-term sustainability and growth.**