



KNOW YOUR CUSTOMERS

A LEADING CITRUS PROVIDER TURNED TO ZINATA FOR GUIDANCE ON BECOMING MORE CUSTOMER CENTRIC

IN A NUTSHELL

Industry

Citrus Production

Challenges

- Limited customer information sharing beyond sales
- Lack of formalized and consistent customer data gathering
- Limited understanding of customer needs and expectations company-wide

Solution

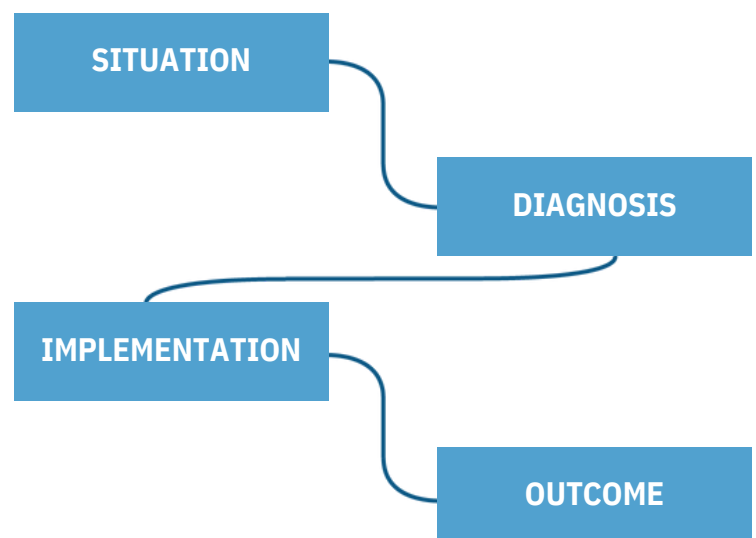
Implemented customer interviews, conducted an executive workshop, brainstormed initiatives, shifted to a customer-focused approach, fostered employee buy-in to the Voice of the Customer (VOC), and developed a detailed journey map for organizational redesign and cultural changes.

Outcome

- Enhanced customer engagement and satisfaction
- Definition of a "Path to the Customer" strategy
- Leadership commits to a customer-focused approach
- Improved internal communication, collaboration, and strategic planning

A citrus provider partnered with Zinata to enhance their customer-centric approach by incorporating the Voice of the Customer (VOC). Insights from customer interviews and an executive workshop guided the implementation of an improvement plan, addressing weaknesses and leveraging strengths. This commitment from leadership led to a shift towards a customer-focused approach.

To achieve customer centricity, the company defined a "Path to the Customer" strategy and created a detailed journey map, facilitating organizational redesign, improved communication plans, and cultural changes. This resulted in strengthened internal communication, collaboration, and strategic planning, enabling effective customer engagement and consistent satisfaction.



SITUATION

A company-wide initiative to internalize the Voice of the Customer (VOC) was identified as a vital step to becoming the top “partner of choice.” This was required to remain competitive and delight their customers and consumers every time.

DIAGNOSIS

Very little information about the customer was shared outside of the Sales department. Information gathering was not formalized or consistent. Very few in the organization really understood what was important to the customer. The organization lacked a cross functional approach to communicating and meeting customer expectations. An improvement initiative was required to gain a clear understanding of the needs of the customer and how to incorporate their voice into every aspect of the company.

IMPLEMENTATION

Customer interviews were conducted gathering feedback on topics such a service, pricing, quality, communication, planning and account management. The customers were extremely candid and eager to provide their input. The collected information was collated and presented at a one-day executive workshop. Some of the feedback shared with the executive team was not a surprise, but many of the customer comments were not anticipated. It was the opportune time to implement an improvement plan to drive change.

The workshop process involved identifying value drivers that were important to the customer. Initiatives were brainstormed to leverage strengths, improve weaknesses and create new capabilities.

As a result the leadership was committed to transitioning the company from market focused to customer focused. To increase customer centricity across the organization, it was vital for all employees to understand and internalize the VOC.

OUTCOME

The “Path to the Customer” was a change in strategy requiring the company to define a rallying cry for the organization. A detailed journey map was required for identifying organizational redesign, communication plans, measurements and the culture changes required to be successful.

The internal communication, collaboration, and strategic planning required to undertake the improvement initiative strengthened the company’s ability to engage with their customers effectively to ensure that they are truly heard, and their needs consistently met.

Discover the power of customer-centricity. Book a call with Zinata today to learn how our expertise can transform your business. Unlock the potential of your customer insights and drive meaningful growth. Visit [Zinata.com](https://www.zinata.com) now and schedule your consultation

