

# A Terragni Case Study

Driving Customer Centricity  
for Servitization



Client Background

Challenge

Objective

What We Did

Strengths

Opportunities

Barriers

Solutions

Business Outcomes

Top 3

Consumer electronics,  
personal computers,  
software company in the  
world

160

Countries with  
brand presence

57,000+

Employees



# Eliminating Sludge for

Transformation towards services lead future

Strategic alignment with customer experience for consistent delivery of experiences

Internal friction in transitioning to services orientation causing attrition

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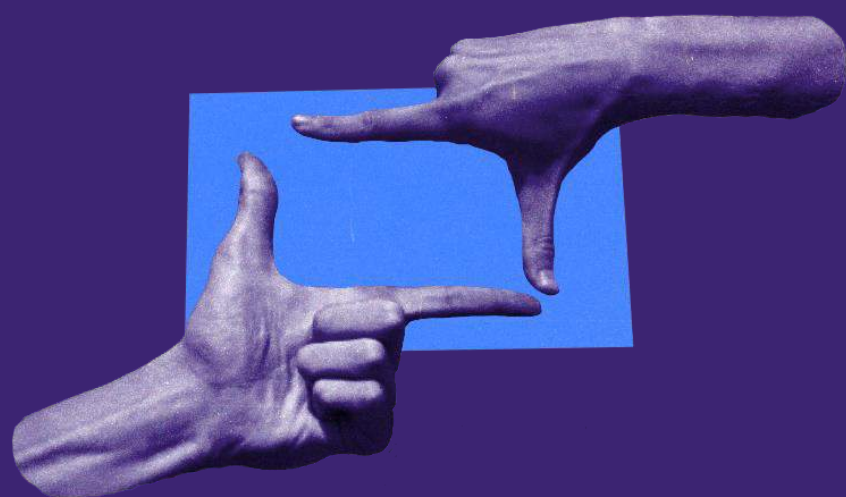
Opportunities

Barriers

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# Shifts towards internal customer centricity

Internal teams' alignment with customer goals as understood within brand

Identifying strengths & opportunities in internal customer centricity shift areas

Identifying cause of misalignment of goals leading to employee disengagement

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- 🧠 Gathered contextual insights for teams that identify the emotions that drive their behaviour
- ⚙️ Understood the functional expectation of the teams
- 👁️ Identified perceived friction and transactional friction
- 🧠 Behaviour-science based engagement & experience solutions



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🚩 Fully aligned towards a Services Led Future

🧠 High clarity on “functional” requirements of making “Services” a Success

🔒 Team committed to make this transition

🧠 Building blocks of the customer culture mindset sufficiently present

🎁 Incentivisation by KPIs, variable compensation program well accepted

💡 Internal communication mechanism highly effective



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Incentivization is mature with potential to be a strong behaviour shift lever



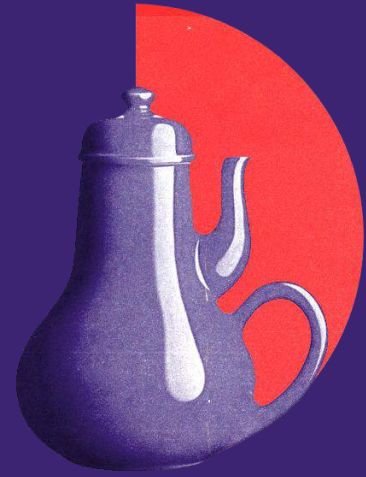
Customer Experience missing out on being a competitive differentiator



Trust, competence and supportiveness sufficiently present, key to drive Empowerment



High cognitive empathy, scope for compassionate empathy



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Capability: The teams had a strong product mindset and needed to shift to a services mindset.

Culture: Great internal communication about company goals but did not explicitly define individual behaviours, actions and goals.

Technology: Disparate systems, difficult to access and caused poor customer information visibility.

Process: Multiple complex approvals impacting responsiveness. KPIs designed to drive product focus detract from services goals.





# Build goal-relevance & self-relevance by eliminating slydge

🚧 Implementing friction free processes leading to empowered team

🎯 Creating an objective, unified direction for brand customer experience with internal buy-in

📦 Driving cross functional collaboration by modifying or adding KPIs that are customer aligned

🧠 Enabling leader to drive customer centricity through coaching

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**Business Outcomes**

↑ Enhanced strategic alignment for customer experience

↑ Increased customer centricity of internal teams

↓ Reduced employee attrition

🧠 Behaviour shifts towards servitization

# Thank You

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