



8 Habits of Customer-Obsessed Leaders

The data shows that companies which achieve the highest level of customer obsession are far more profitable. However, evolving into a customer-obsessed organization is no easy feat. So that begs the question: how can an organization build a culture of customer obsession? The answer to this question is to develop customer-obsessed leaders.

Customer-obsessed leaders share these eight habits:



1. COLLECT AND ANALYZE CUSTOMER DATA

Customer-obsessed leaders know that the best way to give their consumers what they want is through careful analysis of customer experience metrics. Caring about customers only matters if it results in tangible outcomes. Customer-obsessed leaders measure and then act upon customer experience (CX) metrics daily.



2. ADOPT A CONTINUOUS LEARNING MINDSET

Customer-obsessed leaders are naturally curious and open to (in fact, encourage) new ideas. These leaders actively seek opportunities to learn about their customers.



3. SET HIGH STANDARDS FOR SATISFYING CUSTOMERS

Customer-obsessed leaders set the bar high for themselves, their peers, their employees and especially in satisfying customers. By setting and meeting high standards, and making those standards very visible, leaders create and achieve the highest customer satisfaction possible.



4. INCENTIVIZE CUSTOMER OBSESSION

Top leaders incentivize customer obsession by recognizing and rewarding individuals and teams who demonstrate customer advocacy and empathy. These leaders know that recognizing and rewarding customer-obsession when it happens is key to engraining those actions into the workplace culture.



5. COLLABORATE CROSS-FUNCTIONALLY

Customer-obsessed leaders are masters at collaborating cross-functionally to better serve and delight customers. These leaders are intensely focused on customers and are skilled at helping teams work together for optimal results for the customer. They harness the power of the village.



6. SOLICIT RESOURCES (AND ADVOCATE) FOR CUSTOMER-CENTRIC INITIATIVES

Customer-obsessed leaders are relentless advocates for their cause—the customer. They work across the organization to mobilize the resources needed for customer-centric initiatives. This includes allocating the required people, processes and tools needed to focus on the customer.



7. USE INSIGHTS FROM CUSTOMER DATA TO INFORM DECISIONS

Collecting and analyzing data is of no use unless it is leveraged to inform business decisions and set the enterprise's agenda. Customer-obsessed leaders understand this and incorporate change based on data-driven insights. In doing so, they more suitably meet current customer needs and anticipate future ones.



8. MASTER COMPETENCIES OF DESIGN THINKING

They master the competencies of design thinking and roll-out design thinking practices on their teams. Leaders who succeed in the age of the customer understand that they need to master design thinking tools to help fuel the customer-obsession engine.

Any organization operating in the digital economy is also operating in the age of customer centrality. To retain a competitive edge, businesses must continually innovate and make the shift toward customer obsession. This starts with customer-obsessed leadership.

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