



Integrated  
Consulting  
Group

# (Re)Design Customer Centricity



## Customer Centricity Dysfunctionalities

Although all companies strive to be customer-centric,

- 95% of new products and services fail; most are not customer friendly.
- 5% in customer retention more than doubles the revenue
- Customer centricity is not used to leverage sales
- The go-to-market approach, internal processes, and digital products tend to be non-human-centred, challenging to use, unfriendly, and consume more time and resources instead of providing efficiency.
- It takes 12 positive customers experiences to make up for 1 bad customer experience.
- Digital Transformation or elements of digital transformation fail to be implemented, often caused by neglecting the human factor.

Customer centricity is an incremental process.

It does not appear overnight, it involves a continuous and persistent action to understand the customer and to build on this understanding: products, services, processes or even new innovative business models





## Initiatives for Customer Centricity

We bring New Ways of Working - Agile, Design Thinking and Lean Startup, to name a few, to understand the customer and to build user-centric relevant products or services.

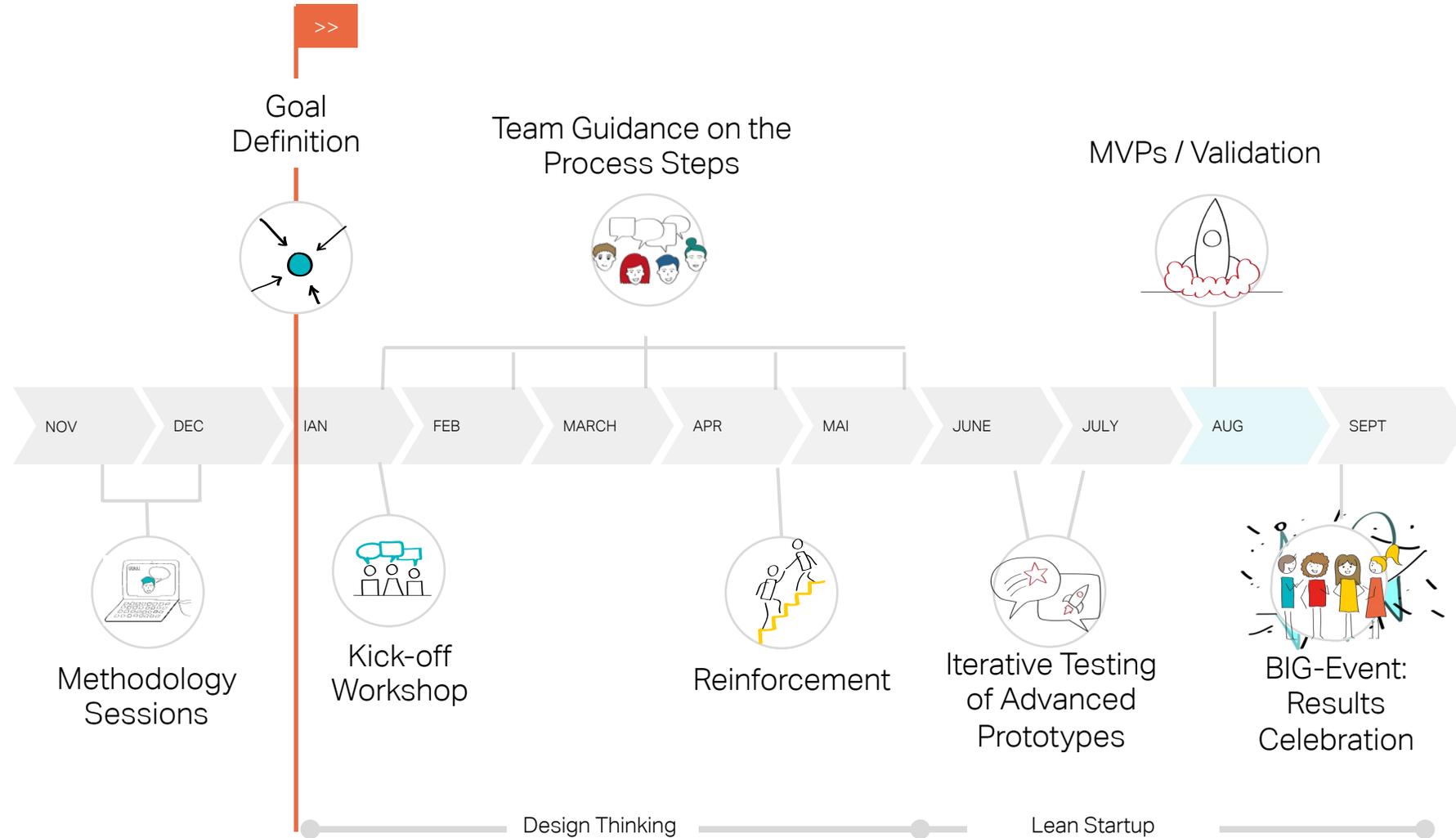
With more than 40 projects over the last five years:

- (Re)Design existing products, services or processes to be more customer-centred.
- Design customer-centred business models around existing products or services
- (Re)Design the Go-to-Market approach in the context of launching new products & market evolution
- (Re)Think shops and physical presence with customers in mind
- (Re)Design the Web & Mobile experience for customers
- Design new products or services around Web & Mobile experience
- Design Customer-Centric Digital Transformation

Companies are different, and each company has different needs. We adapt our project with an ultimate goal: to stay customer-centric.

We offer more than our consultancy services. Our edge stretches to multinational, multicultural and highly diverse transformation projects that we will use to best respond to your company's needs.

# Initiative example | Develop a Customer Centric Organisation



During this process, teams allocate 15-20% of their working time for the project

# Human and Digital Support for your team



**STARTING WITH THE IDEA**

A video player interface showing a woman, Julia Achatz, standing in front of a whiteboard. The whiteboard displays several diagrams: a grid of colored boxes at the top, a circular diagram with four quadrants below it, and a flowchart at the bottom. A large red play button is overlaid on the video. The video player controls at the bottom show a progress bar at 0:32 / 2:08 and various icons for play, volume, and settings.

Video: Starting with the idea  
Julia Achatz

<https://youtu.be/oU7-3lrQsfE>

The Project Teams get access to ICG Beta platform for Virtual Companionship containing short videos for step-by-step project guidance.

# ABOUT ICG

A short glimpse in our professional life, in our beliefs and values



# About ICG

We work with a special consulting approach that combines change management, organizational design and business aspects in a “state-of-the-art” way.

We support companies of all sectors – corporations, medium-sized companies, public-sector companies – and know each of the specific features.

Supporting transformation processes means for us also the professional design of change communication including large group events as well as learning formats.



Our team exclusively consists of very experienced change management professionals who are fully committed to the cause and create development based on partnership.

Our ICG team consists of 140 consultants from 12 countries and therefore has know-how and experience from different cultures.

We are “hands-on” consultants, impact is more important to us than concepts.