DECODING THE BUZZWORD 'AGILE MARKETING'

"In this new age world of customer centricity, speed and immediate ratification, the terms 'agile marketing' and 'design thinking' are complementary amongst the larger corporates, but it still remains a far-fetched buzzword for the smaller enterprises. Everyone would love to talk about it, but the question arises whether we are practicing it."

CUSTOMER CENTRICITY

The term 'customer centricity' is the epicentre of agile marketing. As in the case of design thinking the first step is empathy which indicates understanding the customer needs. It is all about having empathy towards the customer needs and act accordingly. It is all about having deep understanding of the target customer. It also involves analyzing existing customer research data or conducting fresh research, surveys and analyze the data to find out what the customer actually needs. Taking customer feedback and behavioral analytics is also a part of the customer understanding process.

SUKREET SHOME
KPMG certified Instructional design Practitioner and L&D consultant, IBM Certified Enterprise Design Thinking practitioner,
POSH trainer, Project advisor, Member of SHRM , Life Member of ISTD

CUSTOMER CENTRICITY COMES NATURALLY TO AN EMPATH. BE AN EMPATH FIRST

It is extremely important that the customers find value in the products or services, so that a positive user experience is triggered. Nowadays customers do not use a product, they experience a product. Gone are the days of pushing a product. It is all about attaching a 'wow' factor at every stage of the customers experience with the product/services.

To generate a positive user experience at every stage of the product/service, it is crucial to have regular customer interaction. It can be done by regular feeding of information via different social media handles, email marketing etc. It also involves having feedback from customers on regular intervals.

This helps in understanding the fluctuating trends in the market scenario. It helps in understanding any negative sentiments and allows the opportunity to re-generate a positive experience, so that values can be created aligning with dynamic needs of the customers. As it is stated in the very beginning, EMPATHY is not just an isolated word, it is the key ingredient of being customer centric.

.