

## Digital marketing and customer centricity

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# Introduction

**Bachelor and Master Studies:** Faculty of Automation and Computer Science at University POLITEHNICA of Bucharest

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# What is customer centricity?

- Definition: Customer centricity focuses on creating a positive experience for the customer from initial contact to post-purchase, aiming for customer satisfaction and loyalty.
- Importance: Customer-centric orientation leads to increased loyalty, satisfaction, and retention, fostering a durable and profitable relationship.



## Why customer centricity in digital design?



**Adaptability:** Ability to respond quickly and efficiently to market changes via direct customer feedback.



**Personalization:** Providing a personalized experience based on customer preferences and behavior.



**Competitive differentiation:** Gaining a competitive advantage by creating a superior customer experience.



**Example:** Amazon - Using customer data for personalized recommendations and improved shopping experience.

# Customer perspective in digital design



- **Definition:** Understanding and prioritizing the needs, desires, and experiences of the customer in every design phase.
- **Approach:** Implementing continuous feedback and using UX/UI testing to optimize the platform.
- **Example:** Airbnb - Focusing on user feedback to improve booking and staying experience.

User Feedback Cycle: Feedback -> Analysis -> Implementation -> Testing -> Repeat



# How to approach the customer perspective?

## Methods:

- Customer interviews
- Satisfaction surveys
- Focus groups
- Behavioural data analysis

## Tools:

- Google Analytics for traffic and behaviour analysis.
- Hotjar for session recording and heatmaps.
- User Testing for detailed UX tests.

**Example:** Using Google Analytics to identify high drop-off pages and optimize them based on customer feedback.



# How long is a customer a customer?



Retention strategies: Personalized communication, loyalty programs, quality support.

Customer Lifecycle: Acquisition -> Usage -> Loyalty -> Advocacy

## Types of customer interactions

### Direct interactions:

- Technical support via phone or chat
- Direct sales through agents

### Indirect interactions:

- Social media
- Online reviews and forums

**Example:** Live chat support on Apple's website for quick customer query responses.



## Evolution of customer centricity

### BEFORE

- Product-focused
- Mass marketing
- Limited and unidirectional interactions

### NOW

- Personalization
- Niche and omnichannel marketing
- Multiple and bidirectional interactions

Example: Evolution from generic TV ads to targeted social media campaigns.

## Major differences in approach

### **Advanced technology:**

- AI for personalized recommendations
- Machine learning for anticipating customer needs
- Big data for detailed customer behaviour analysis

### **Bidirectional communication:**

- Instant feedback through social media and online reviews
- Active customer involvement in product development

**Example:** Netflix using AI to suggest personalized content based on viewing history.

## **Feedback and Personalization Flow:**

Before: Feedback -> Analysis -> Implementation (Slow and limited)

Now: Instant Feedback -> Real-time Analysis -> Immediate Implementation

## Challenges in Implementing Customer Centricity

**Integrating data from diverse sources:** Need for a centralized platform for data management.

**Ensuring consistency across channels:** Synchronizing messages and interactions across multiple channels.

**Balancing personalization and privacy:** Protecting customer data while providing a personalized experience.

Example: GDPR - Challenges and solutions for compliance with data protection regulations.

## Community effects

### Role of Communities:

- Building brand and loyalty
- Generating user-generated content
- Feedback and peer support



# Governing communities to achieve goals



Defining rules and guidelines:  
Creating clear participation  
rules for the community.



Continuous feedback  
mechanisms: Implementing a  
constant feedback system to  
respond to community needs.



Success Examples:



Twitter: Moderating content  
to maintain constructive  
dialogue.



Reddit: Moderator structure  
and voting system to control  
content quality.



## Customer characteristics - then and now

### Before

- Less informed
- Loyalty to big brands
- Reduced influence on products

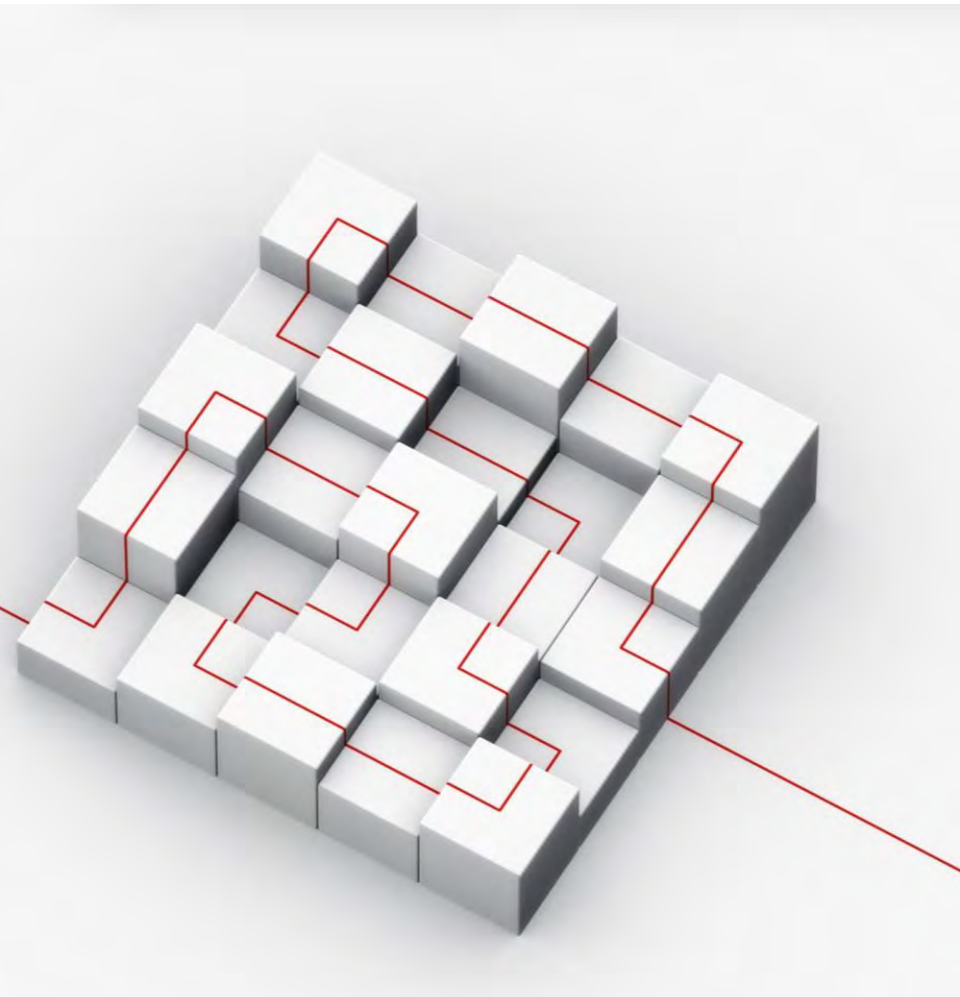
### Now

- More informed due to internet access
- Seeks personalization and unique experiences
- High influence through social media and online reviews

Example: Customers using their influence through reviews on platforms like Yelp or TripAdvisor.



# Customer-centric platform design



- **Overview:** Designing a platform with a customer-centric approach focuses on creating an intuitive and satisfying user experience.
- **Objective:** To ensure the platform meets user needs, simplifies processes, and leverages technical advancements to enhance functionality and performance.

# Technical steps for customer-centric design



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## Step 1: Requirements gathering

Conduct user research to understand customer needs.

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Define technical requirements based on user feedback.

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## Step 2: Architecture design

Design scalable and secure architecture.

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Choose appropriate technologies and frameworks.

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## Step 3: Integration

Ensure seamless integration with third-party systems.

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Implement APIs for data exchange.

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# User interface (UI) design and development



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Step 1:  
Wireframing

Create wireframes to visualize the layout and flow.

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Step 2:  
Prototyping

Develop interactive prototypes for user testing.

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Step 3: UI  
development

Implement the UI using front-end technologies.

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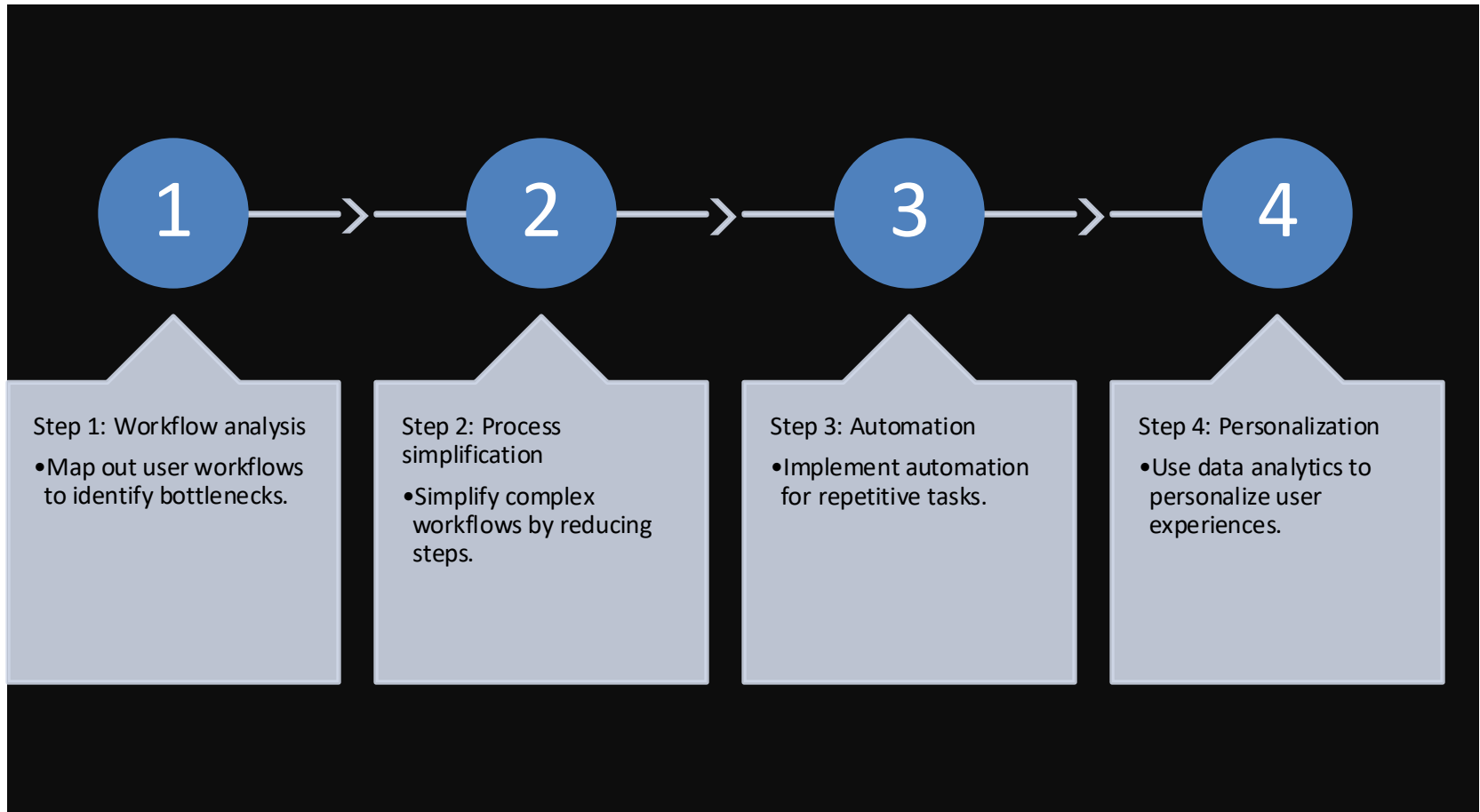
Step 4:  
Accessibility  
testing

Ensure the platform meets accessibility standards.

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# Optimizing user processes



# Continuous improvement and feedback integration



## Step 1: Feedback collection

Implement multiple channels for user feedback.



## Step 2: Data analysis

Analyze feedback to identify common issues.



## Step 3: Iterative development

Continuously improve the platform based on feedback.



## Step 4: User testing

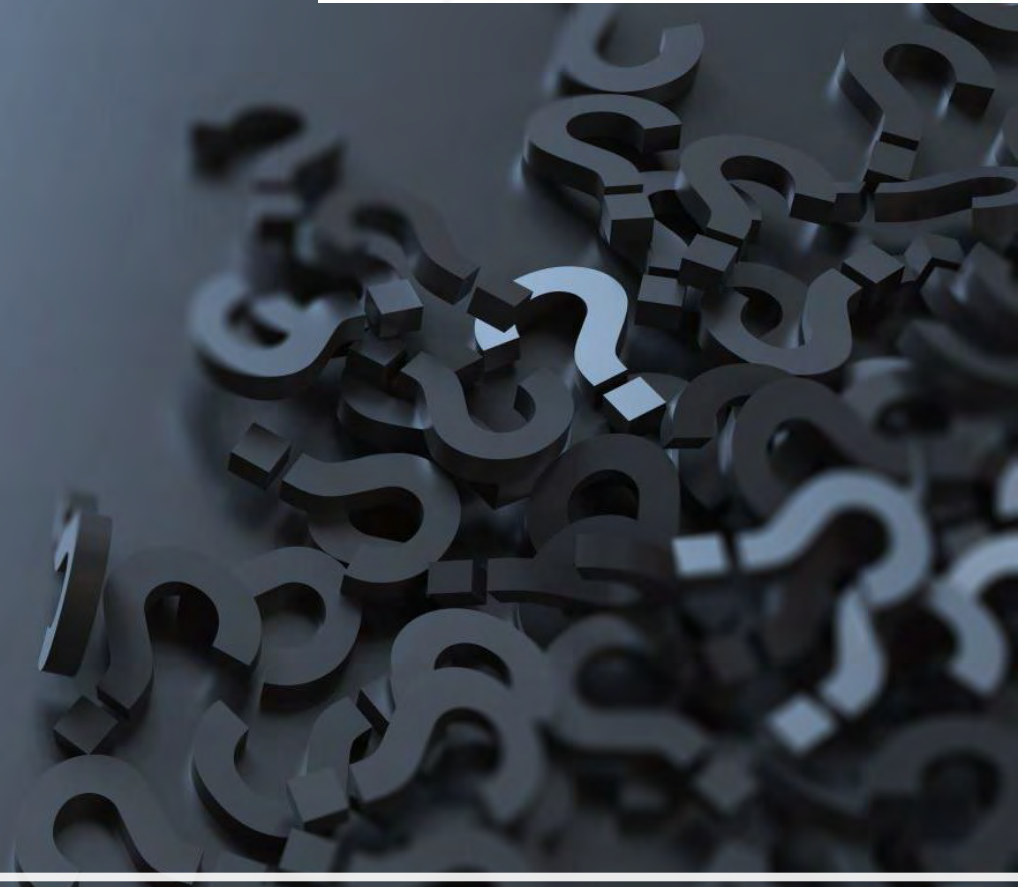
Conduct regular user testing to validate changes.



## Conclusion

- Recap: Importance of adopting a customer-centric approach in digital design to remain competitive and meet customer needs.
- Long-term benefits: Increased loyalty, satisfaction, and market success.





## Questions and discussions

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