

Customer Centric Innovation (CCI)

Why Being Customer Centric and Innovative Should be the Foundation of Your Business



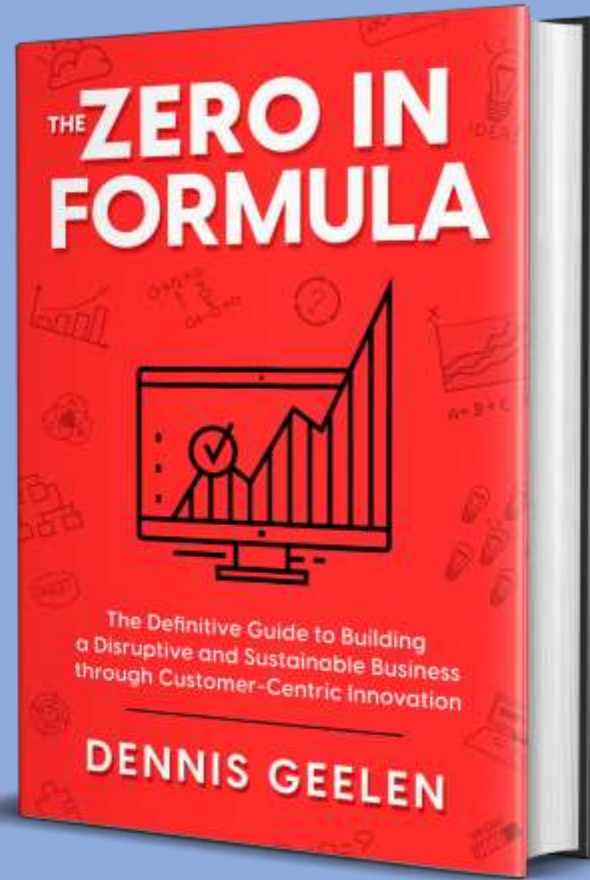
CUSTOMER CENTRIC



INNOVATIVE



ZERO IN



ZERO  IN

Most new businesses fail!

25%

45%

75%

WHAT IS THE BIGGEST CHALLENGE THAT ALL
BUSINESSES FACE?

INDIFFERENCE



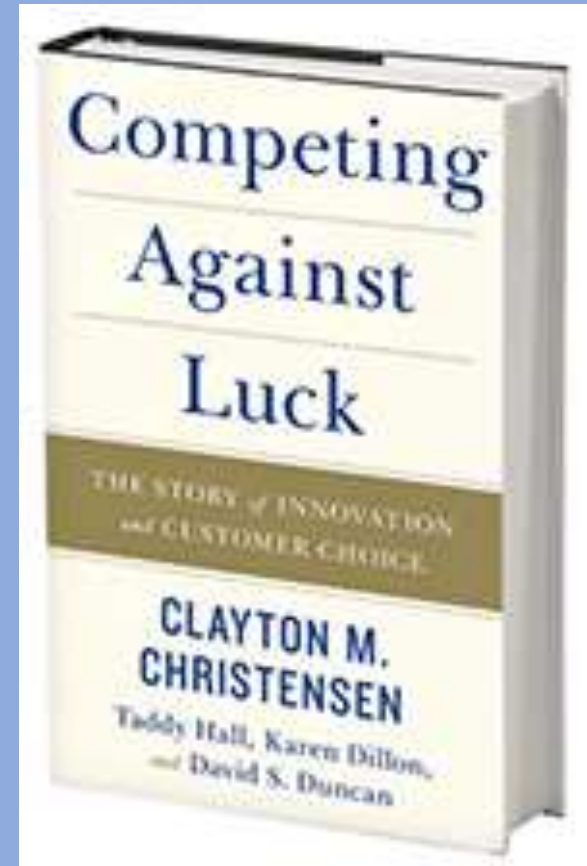
ZERO IN
WWW.ZERO-IN.CA



ZERO IN
WWW.ZERO-IN.CA

CCI FOUNDATION

Customer Centric Companies

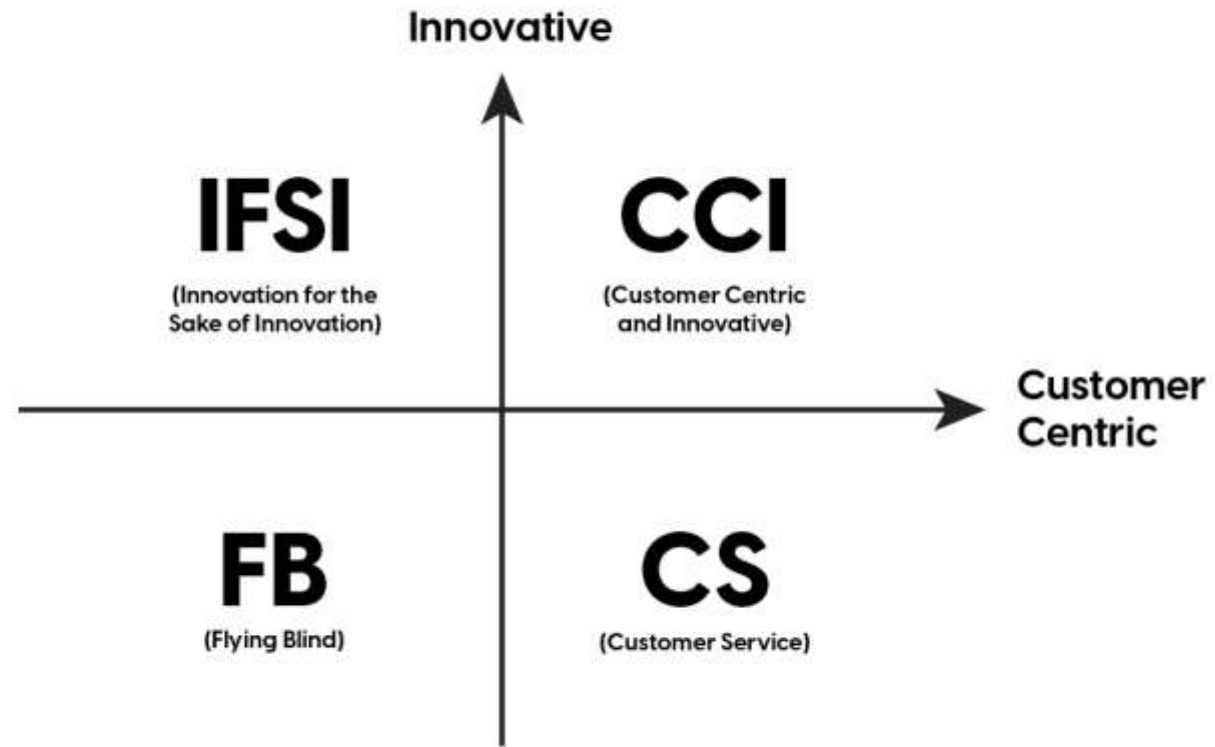


“PEOPLE NOT BUY YOUR PRODUCTS OR SERVICES, THEY BUY WHAT YOUR PRODUCT OR SERVICE CAN DO FOR THEM!”

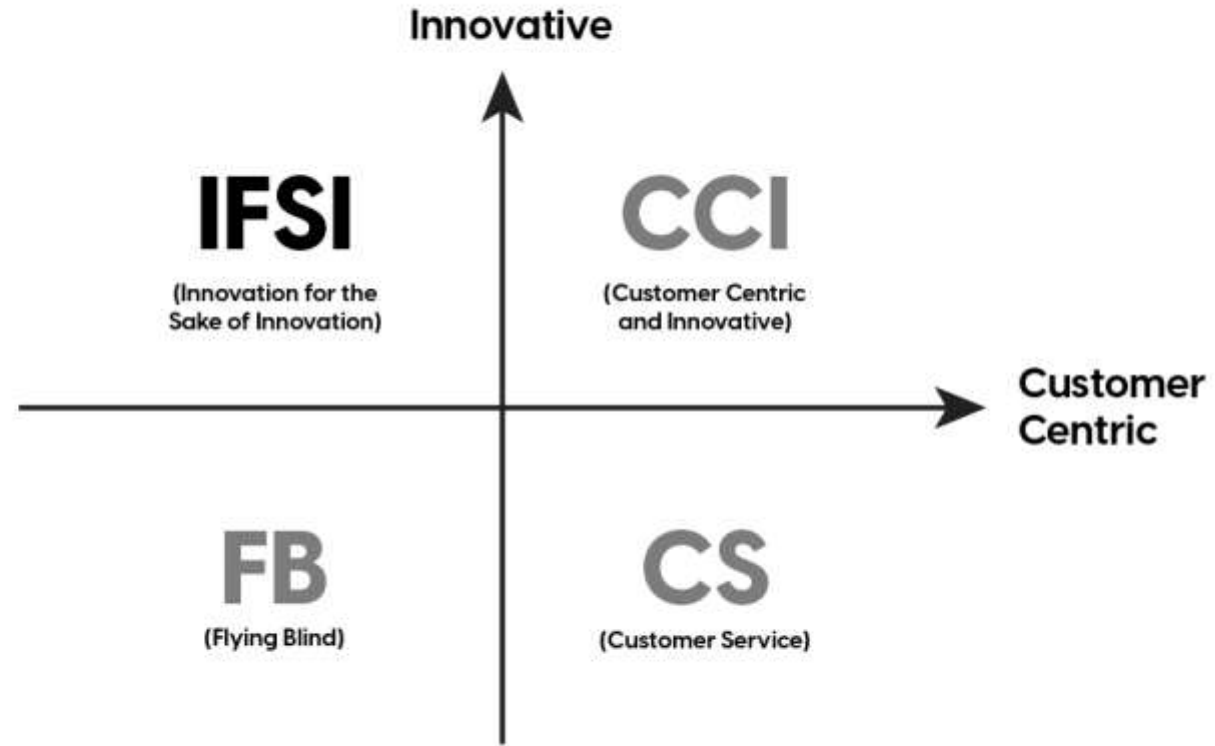
Innovative Companies



The Magic Quadrant

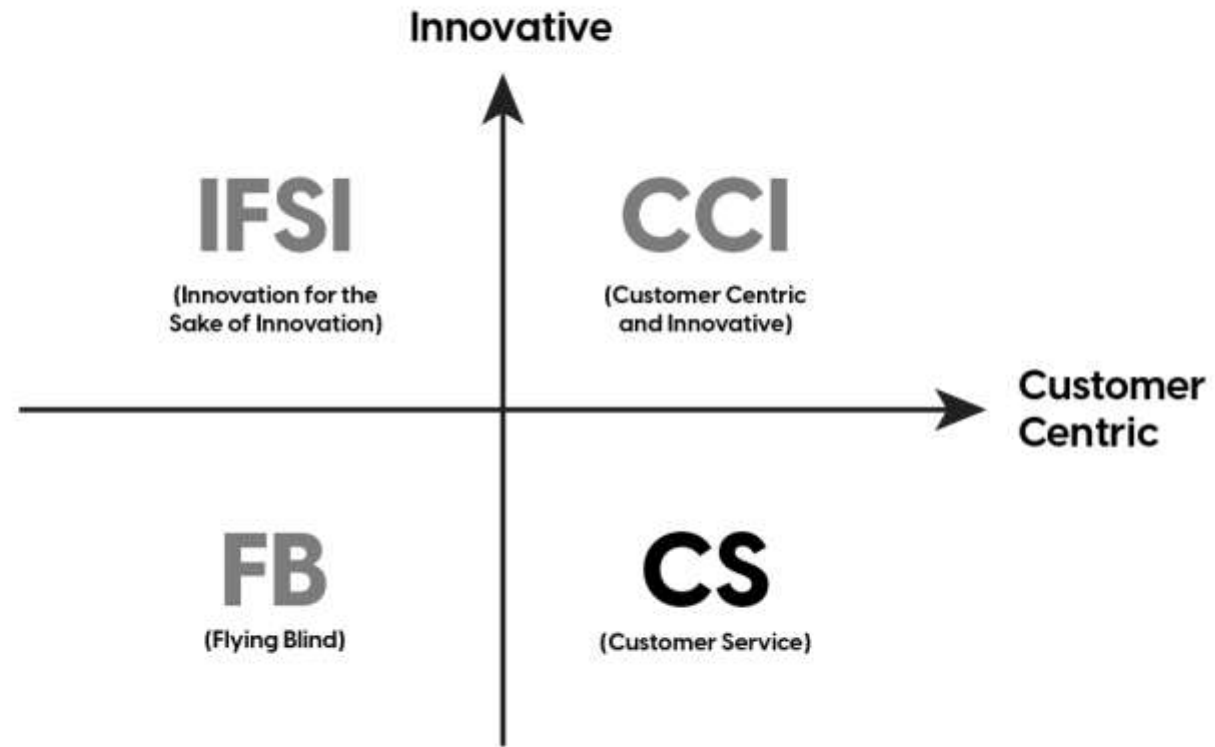


The Magic Quadrant



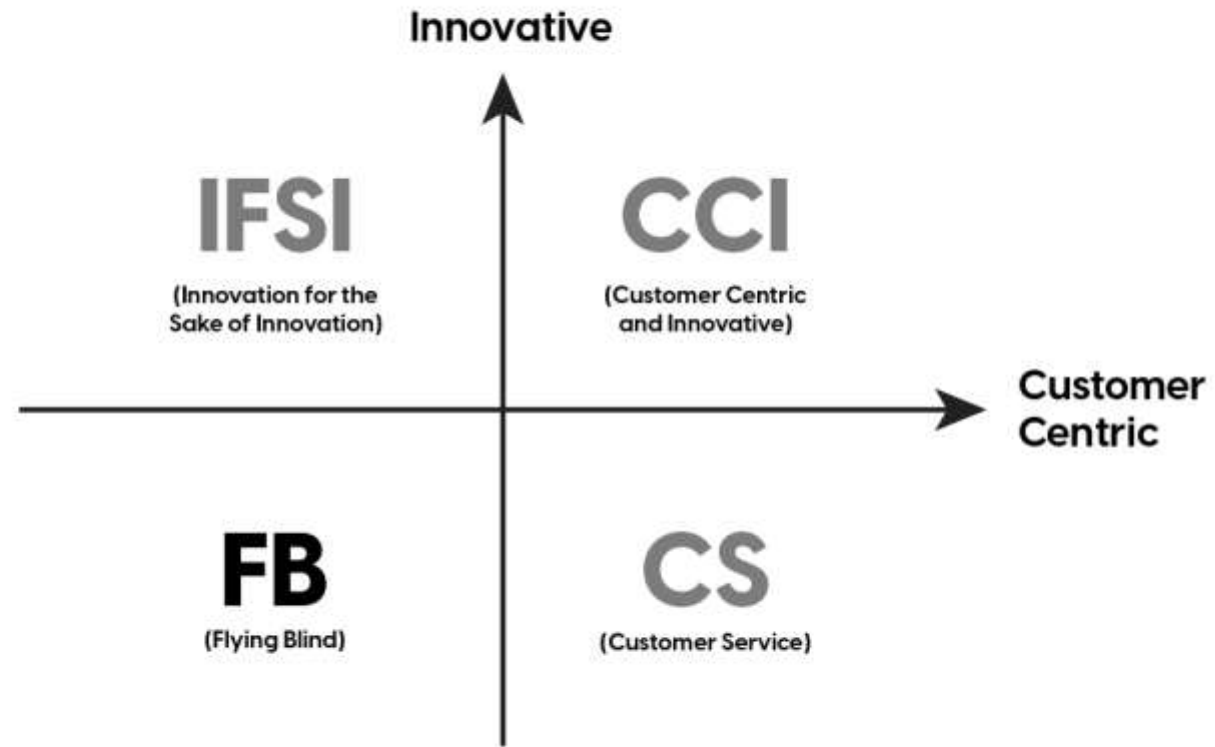
EXAMPLES?

The Magic Quadrant



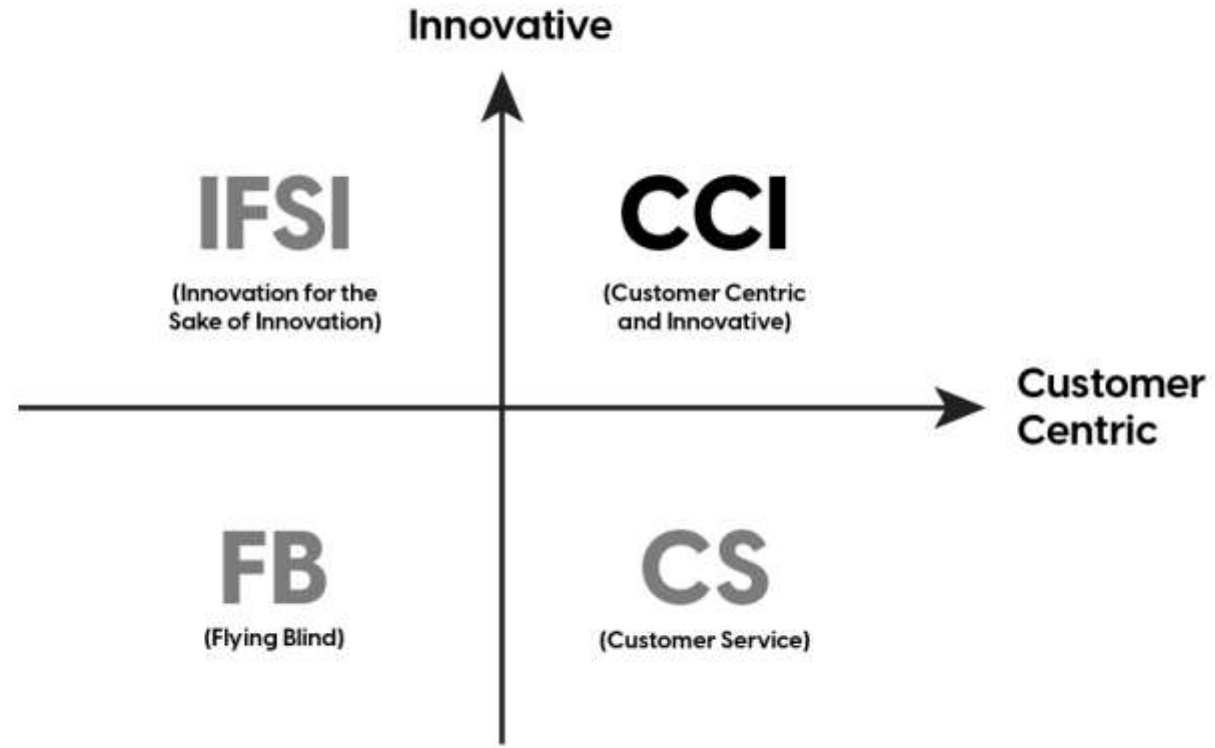
EXAMPLES?

The Magic Quadrant



EXAMPLES?

The Magic Quadrant



EXAMPLES?

THE FORMULA

	Customer Centric	Innovative
Purpose and Direction	Outward Focused Top Down	Culture of Innovation Top Down
Team Collaboration	Customer-Centric Tools CX Strategy	Innovation Principles Innovation Practices
Individual Skills/Behaviors	Engaging Empathetic Humble	Prudent Passionate

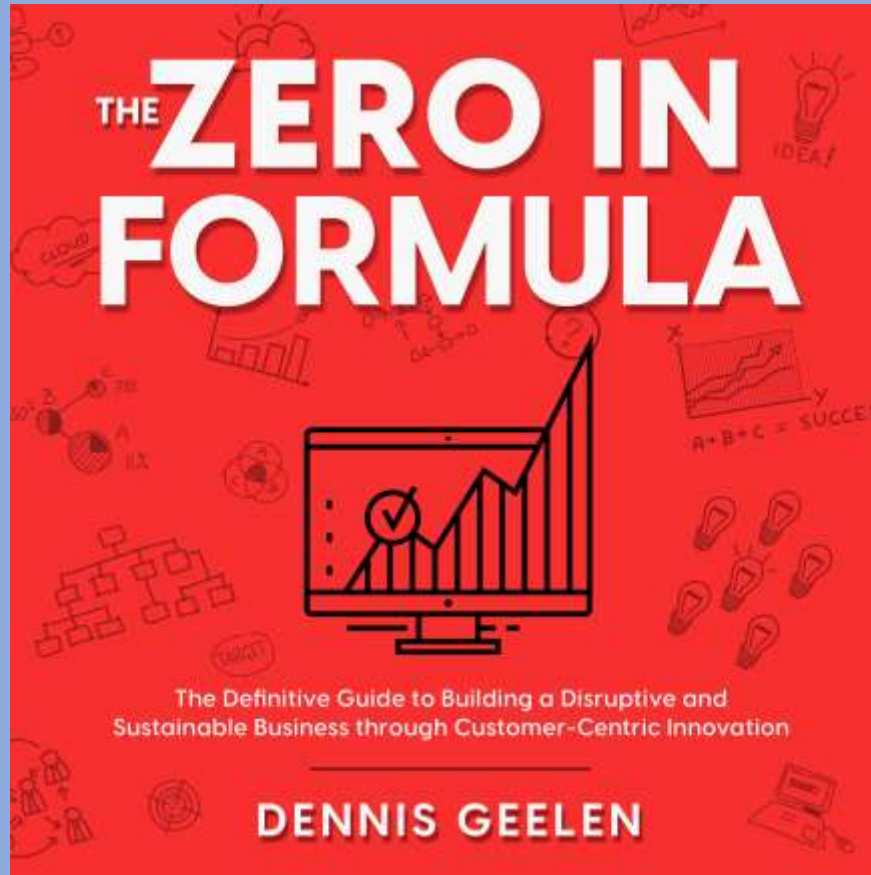
DISCUSSION



**DON'T LEAVE IT TO
CHANCE!!!**



AND THE WINNER IS...



ZERO IN
WWW.ZERO-IN.CA

CONTACT ZERO IN

GET IN TOUCH



DENNISGEELEN@LIVE.COM



WWW.ZERO-IN.CA



<https://ca.linkedin.com/in/dennis-geelen-5a95703>

ZERO IN