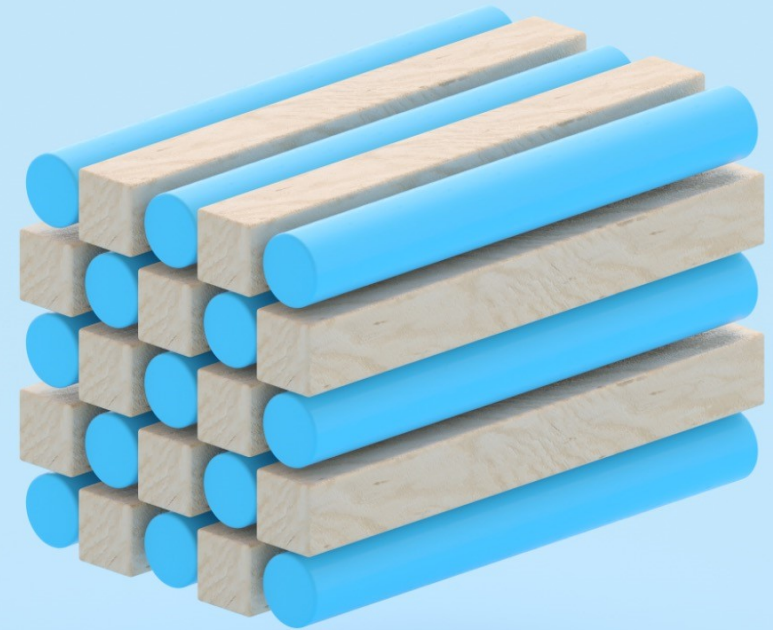


Leveraging Customer-Centricity to Influence without Authority

Biren Fondekar

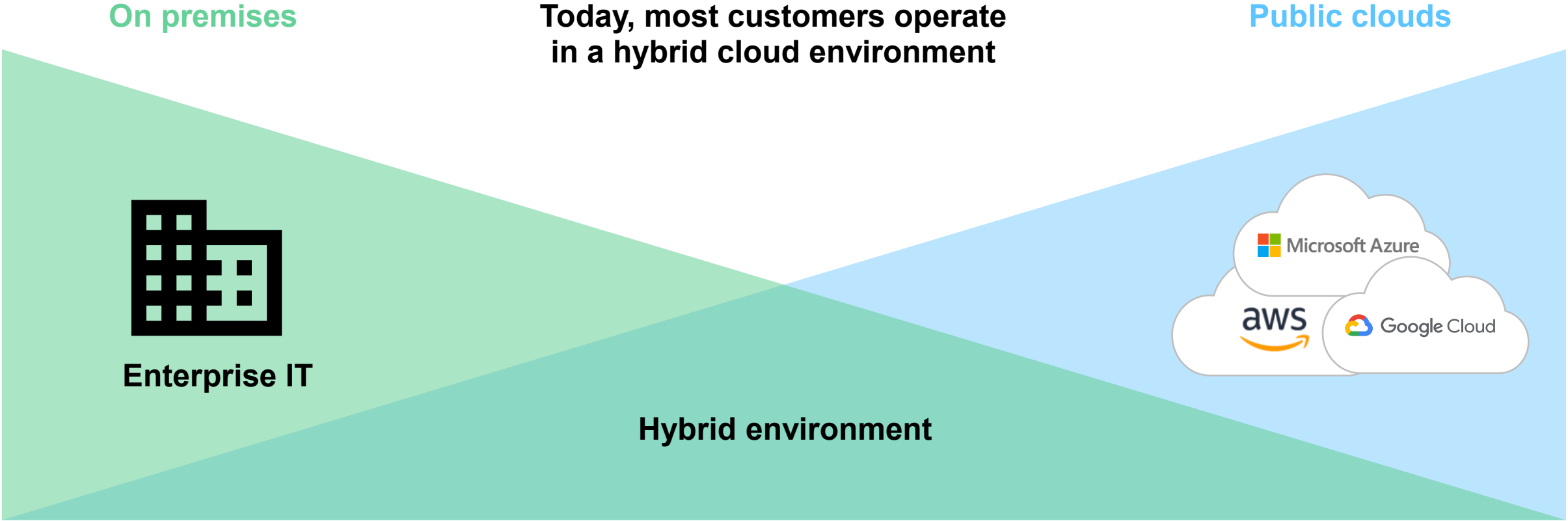
Head of Customer Experience and Digital Strategy
NetApp

October 1, 2021



On premises, hybrid or public cloud: better together

NetApp: a global cloud-led, data-centric software company helping organizations lead with data and accelerate their digital transformation



You're using NetApp when...



Buying songs or videos



Fueling your car



Checking stock prices



Watching a movie



Managing your money



Leveraging Customer-Centricity to Influence without Authority

Key Takeaways

- Always bring the data.
- Listen.
- Be “Keeper of the Vision”...”the North Star.”
- Explain the “Why.”
- Appeal to people’s self interest, while still acknowledging the greater good.
(i.e. Customer Success)



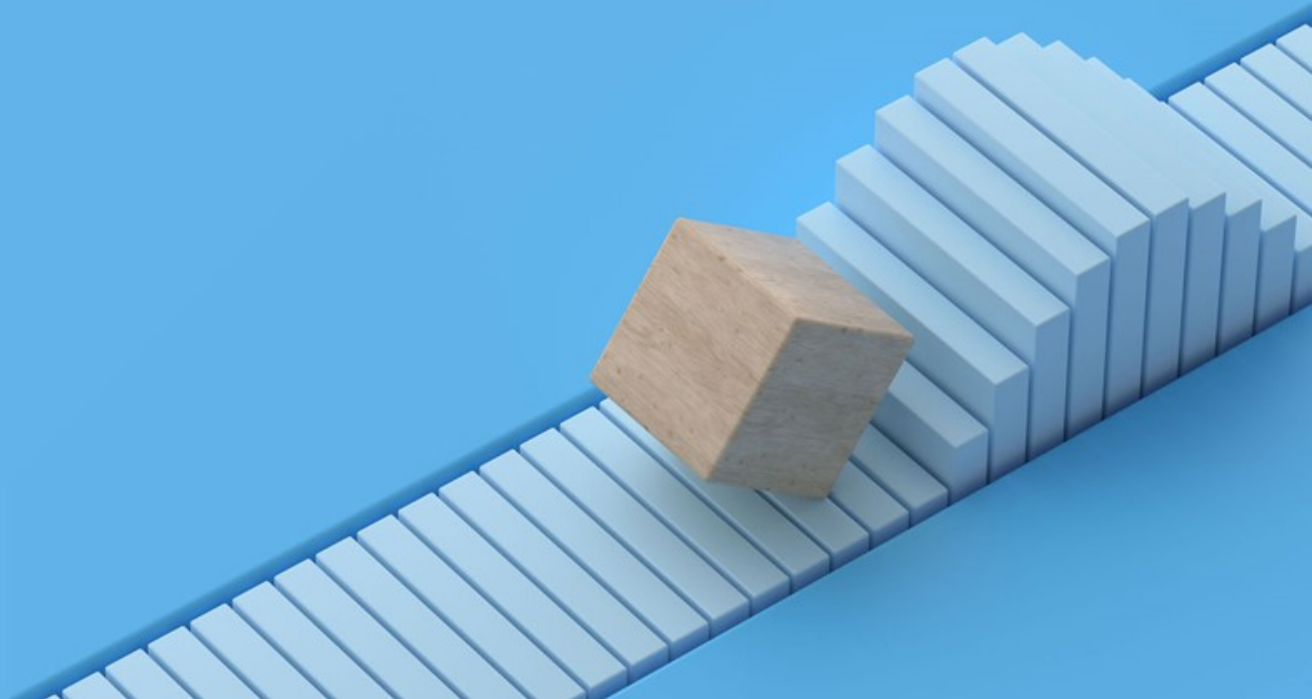
**With Customer-Centricity
as your “North Star” ...**

And Data serving as an enabler, it's easier to lead without authority.

The secret: leveraging a **data-driven AND customer-centric culture** – with the customer at the center of everything you do.



An example....



Digitizing a simpler cloud-like customer experience (CX)

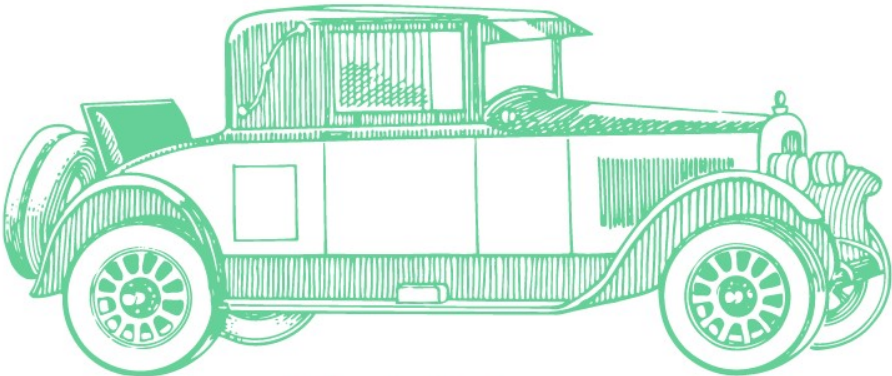


Data.
The fuel that powers a stellar CX.



Tesla

Vs.



Model-T



Unlocking the Secrets of Customer-Centricity



**Keys to Influencing
without Authority**



Paint a
clear vision
to accelerate
adoption.



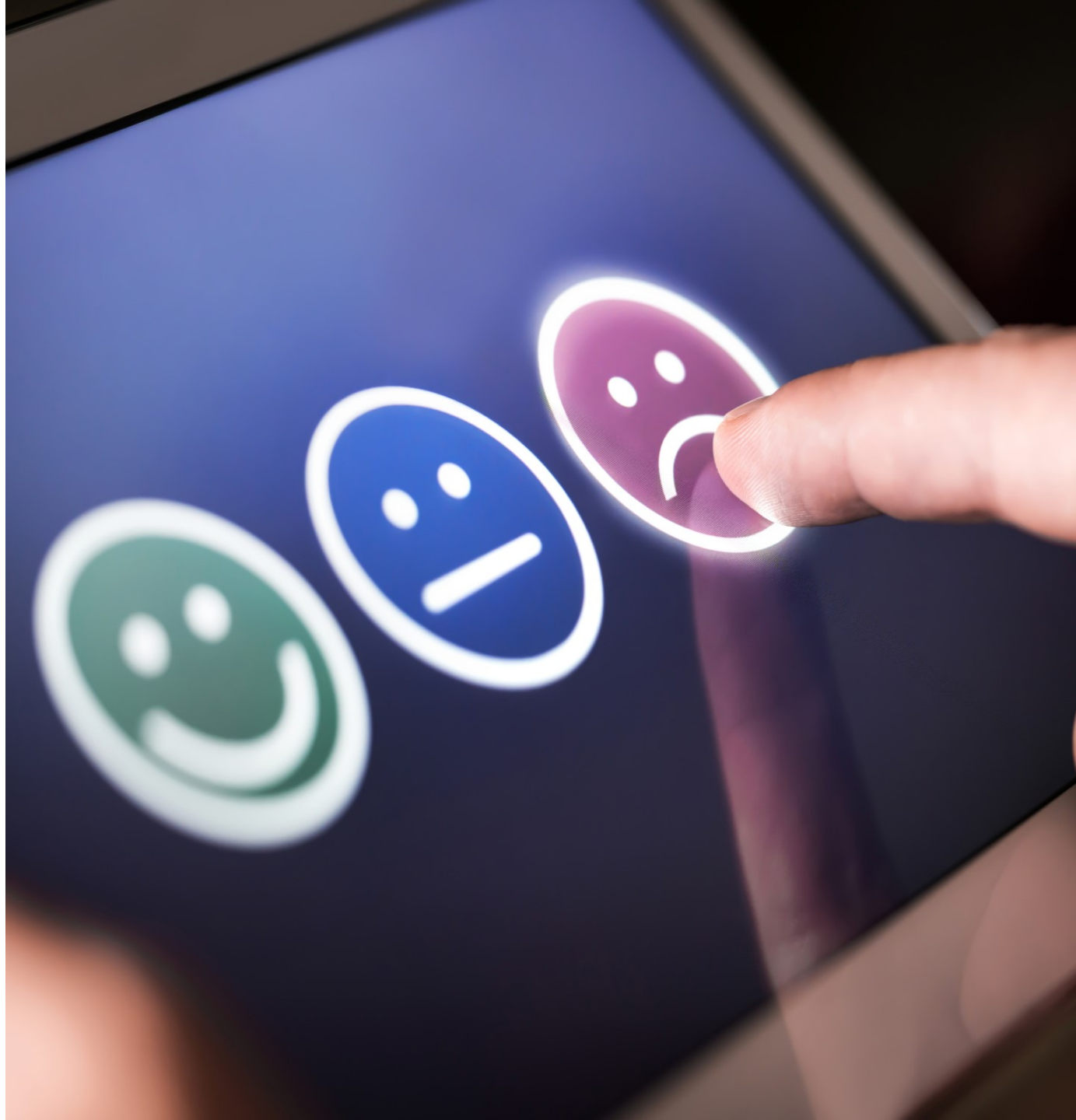
Lesson #1



Embrace your
customers' mindset;
solve their pain points.



Lesson #2



Run sprints,
not marathons,
for best outcomes.



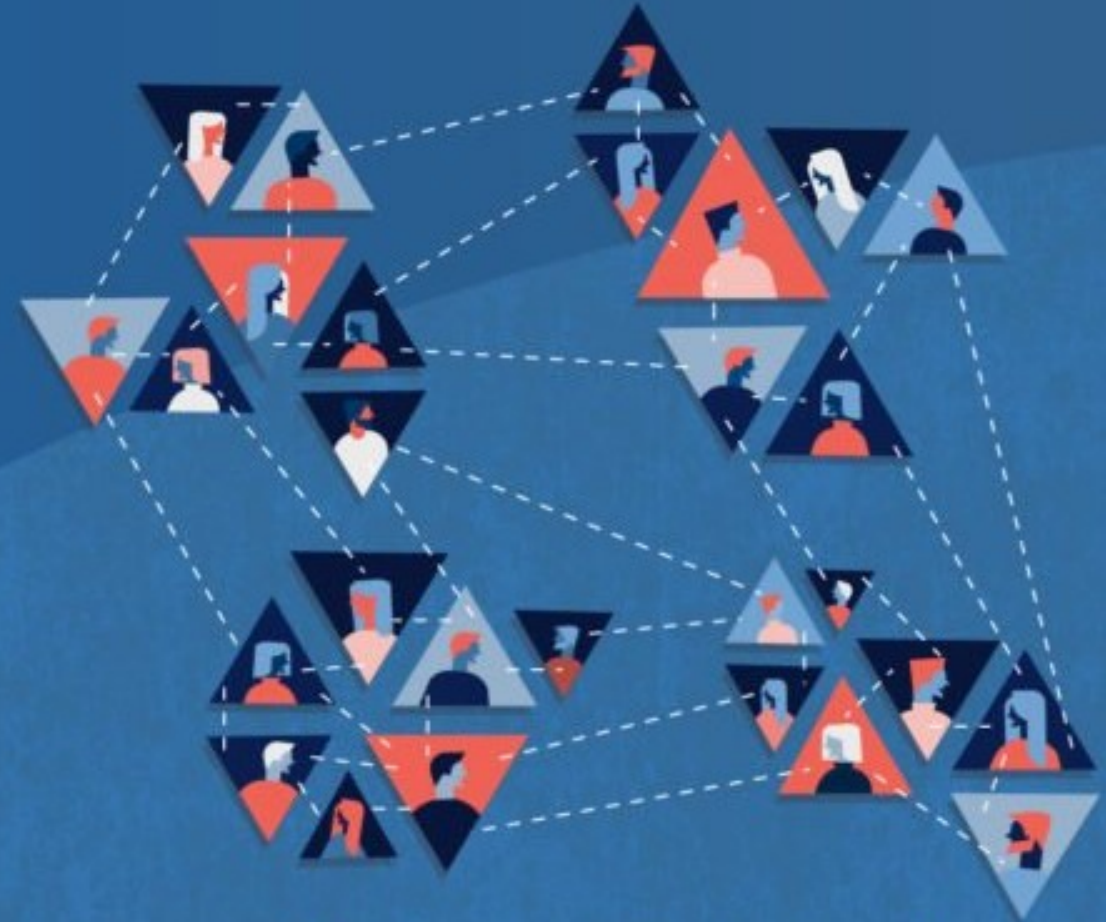
Lesson #3



Enabling a “Team of Teams”



**Traditional “Top-Down”
Command Structure**



“Team of Teams”

Be a gardener,
not a chess-master;
enabling a
“Team of Teams.”



Lesson #4



“Purpose affirms trust, trust affirms purpose, and together they forge individuals into a working team.”

~ General Stanley McChrystal

Author, Teams of Teams: New Rules of Engagement for a Complex World and former commander of NATO’s International Security Assistance Forces (ISAF)

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THANK YOU

