

Customer Centricity

Why putting your customer first is so important



Whether you are setting up a B2B or B2C shop – **customer centricity** is always key. You must be ready to service your customer anywhere. Studies show that 90% of all B2B buyers want a B2C-like experience when they are shopping and expect the same level of convenience concerning self-service tools and navigation. Ordering in a web shop is not enough - they expect and appreciate smart solutions for mundane, recurring purchases.

How is Customer Centricity Improving your Business?

The Spryker Cloud Commerce OS is significantly decreasing the **Time-to-Market** to react to your customer needs:

- Implement, test and launch new functionalities in short intervals.
- Easily adapt new front-ends and touchpoints that your customers are demanding.

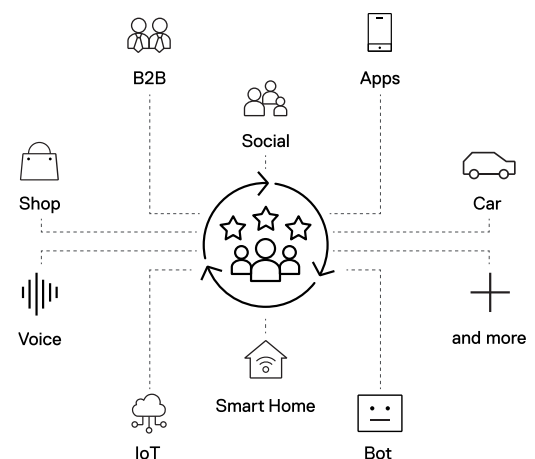
Get a faster **Return on Invest**:

- Customer feedback allows you to improve your products and services, which enables you to create a more successful business that serves the customer better. With Spryker you can constantly adapt your business to customer's feedback, without waiting for big, heavy updates. Also, implementing new front-ends to serve your customer's demands will get you ahead of the competition.
- Occupy new touchpoint niches early on while customer acquisition costs are low to excite your customer with a real advantage.

Reach your customers anywhere

The right line-up to implement real customer centricity is using an optimal platform that is flexible enough to adapt to new market conditions anytime and offers a positive customer experience throughout the buying process.

The key to success is focusing on how, when, and where the customers are buying, and optimize the user journey accordingly.



Decreasing the distance between your customer and products, and **offering various touchpoints**, are integral parts of developing an e-commerce business. It is a **great differentiation factor that will set you apart from the competition and lead to higher customer satisfaction, loyalty and ordering values**. Additionally, it creates countless new opportunities for your company by accessing new marketing- and sales-channels.

Spryker empowers you to focus on customer centricity by following an API-first and headless “**Beyond Shop. Beyond Desktop.**” approach. It’s never been easier to keep up with the current and future technology by using the Spryker GLUE API to build and personalize any front-end apps like IoT, mobile apps, bots, smart devices, and future innovations within the ever-changing e-commerce universe.



spryker.com



hello@spryker.com



@sprysys

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