



The Customer World

Peter Fisk

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From Antalya to Umpqua, brands are finally discovering their customers' worlds.

It's amazing how different things look from the outside in.

Whether it's the way you define your business, the style in which you serve your customers, or where you look for new ideas and inspiration, the chances are that you are still on the inside looking out, rather than the outside looking in.

We are all human – we all have dreams and aspirations. Yet when we go to work, we put our blinkers on – we restrict our thinking to our defined sectors and functional roles, we limit our ambitions to the scope of our responsibilities and rewards. We stop being real people.

We commend ourselves to be customer focused, or even customer centred. We seek to deliver great service, or rather service experiences. And we hope to gain the loyalty of customers, by persuading them to have relationships with us. The problem is, we do all of this from the inside out. Our starting point is still, invariably, our business - our brands, products, and targets. We do it on our terms. This doesn't work anymore.

Peter Fisk, best-selling author of *Customer Genius*, helps you explore your customer's world with case studies of customer inspired brands like Current TV, Hillside Beach Club, Li & Fung and Net a Porter.

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Tara Gamboa:

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