

Adigital

customer



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FUESU

## They can buy anything from anyone at any time. The omni-channel, multi-touchpoint economy has shifted power to the consumer in

unprecedented ways.

Research shows it takes a customer 0.33 seconds to make a buying decision, big or small (from an item on a supermarket shelf or web page to a

large business-orientated capital purchase).1

It's no surprise that the ability to be customer-led is vital. More than that, you must be completely customer obsessed.

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And the research proves it: 58% of businesses say that their customers are the biggest drivers for digital transformation. They want you to offer a total, digital experience. Or they go somewhere else.

## Success in the new era depends on being a customer-led organization

Digital transformation is key to achieving that goal. Blending the physical and digital; addressing new influencers from ever growing globally connected communities; and understanding the context in which customers are engaging with your brand, are all essential objectives.

To get much closer to your customers we advise:



Leverage data to understand your customers' behaviors





Engage with each customer, one conversation at a time

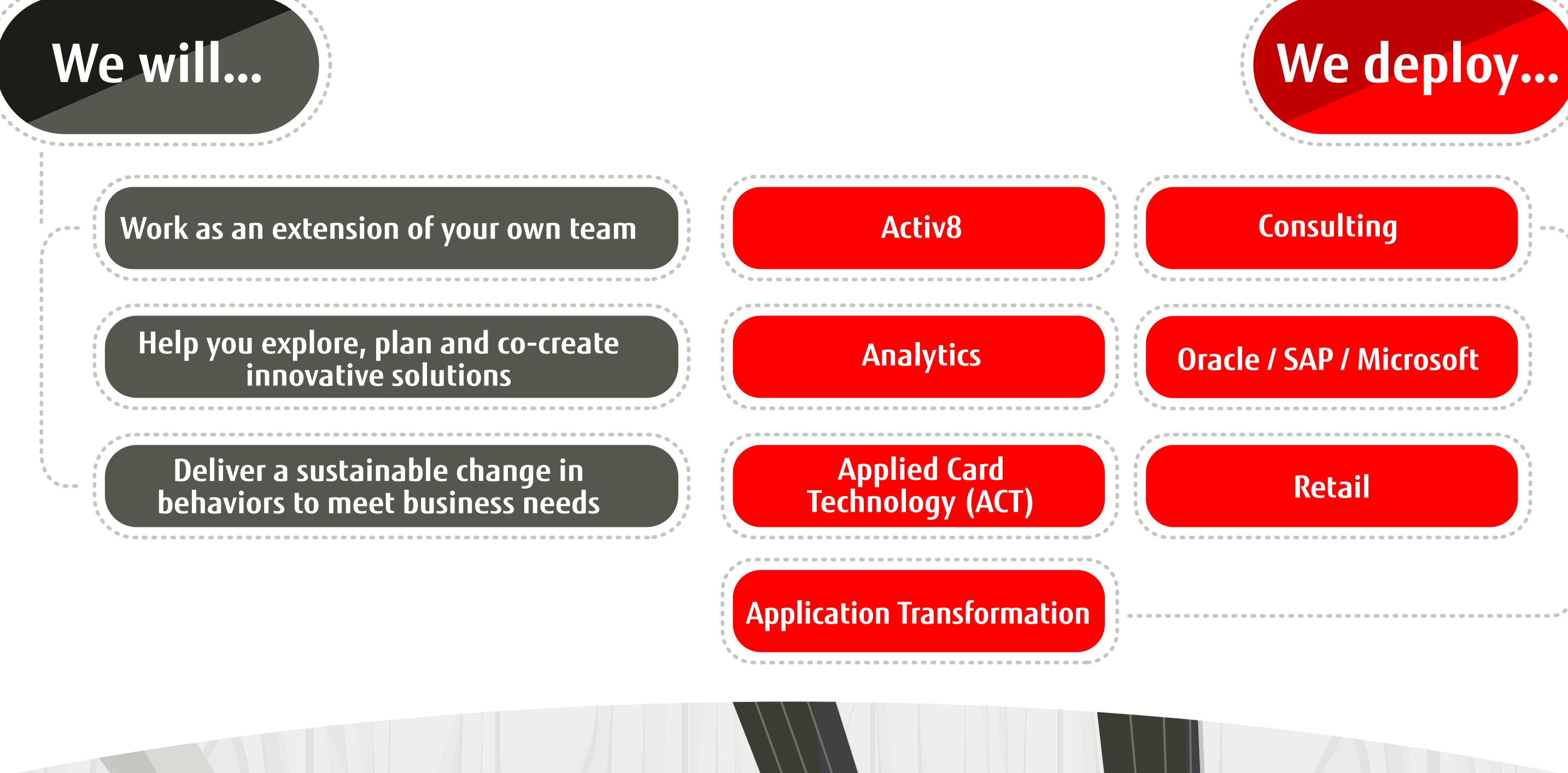
Surprise your customers, but also listen to them

Use co-creation to turn customers into 'fans'

## We can help you digitalize your obsession

Every organization has customers: whatever your sector, you need to be customer-obsessed. Over the last eight decades we've been helping businesses understand and engage with their customers: to master customer experience to build loyalty and secure revenue.

Our ecosystem and consultative approach is powerful, but simple.





We do this through a co-creative process that matches our expertise with yours, and builds something unique to your brand.

<sup>1</sup> Judgment and Decision-Making Vol 6, Aug 2011 <sup>2</sup> Fujitsu PACT for Success Survey: October 2017 <sup>3</sup> PAC Mastering Productivity: Fujitsu 2016 <sup>4</sup> Fit for Digital research: Fujitsu 2016

## Talk to Fujitsu and let's start working together to Master Customer Experience.

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