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Customer Centricity: An enduring differentiator in changing markets

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9 May 2014

What's Customer Centricity?

Refocusing the entire organization to put the customer at the center of everything it does.

- Making customers feel heard and understood, and then focusing the whole company on fixing the issues causing dissatisfaction so that everyday interactions become easy for customers.
- Serving customers according to their preferences and designing, and delivering, differentiated experiences.

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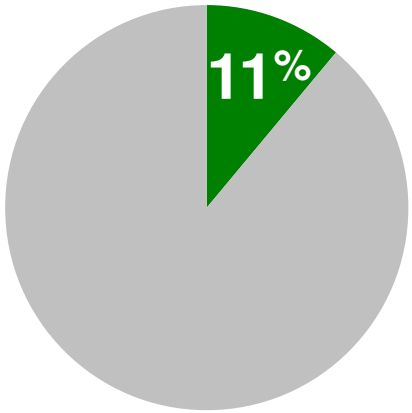
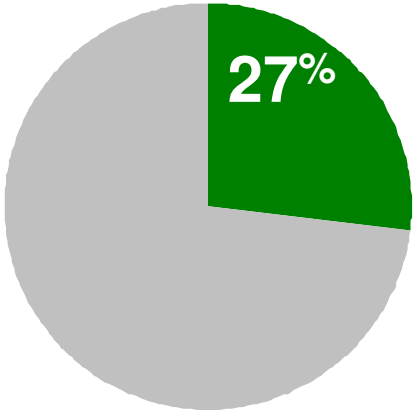
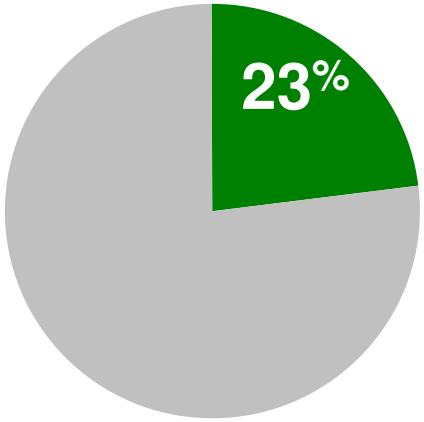
People are craving a new, simpler insurance experience



Any real **interest** in their life insurance providers



Satisfied with the services they received



Would **recommend** their current providers to others

Source: Accenture 2010 Global Consumer Research

Customer Centricity: A cornerstone of MetLife's Strategy

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How MetLife will become Customer Centric

Listen to customers and act on insights

Repair what's broken to improve customer sentiment

Deliver new and simplified experiences to create differentiation

Culture Shift

Financial Impact

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Companies that deliver great customer experiences outperform on every important benchmark

Revenues and profits

Cost of service

Shareholder value

86%

of customers will pay more for a better experience.

88%

of employees believe they can impact experience quality

…and have the highest employee engagement scores across industries

Key learnings

- Start by listening to customers
- Treat as a specific competence
- Accept as a multi-year journey
- Vocal support from the top
- Measure and hold accountable

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