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BUILDING CUSTOMER-CENTRIC ORGANIZATIONS- AN EVOLVING ROLE OF HR

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ABSTRACT

An organization sustains its strength from its customer centricity. Only 14% of the Marketers say that customer centricity is a hallmark of their companies, and only 11 percent believe their customers would agree with that characterization (CMO Council Research center Report, 2014). The customer database is huge and vast and companies don't have sufficient expertise to categorize the emotional requirements of customers and develop customer empathy in organizational culture. The big data analysis in HR is still in nascent stage. Empathy with customers is possible if the employees are engaged in customer-centric activities. The role of HR in employee recruitment, training, job design, placement, and engagement play a significant role in building such teams. Hiring customer friendly employees, facilitating direct interaction with customers, developing employee culture in synchronization with customer culture, tying employees to cluster of customers, opening customer insights to employees, instill customer empathy in the organization and the like are few measures the HR Manager can think of to build agile teams capable enough to navigate with the mindset of customers.

The authors of this paper are interested in analyzing the evolving trends of HR in meeting customer needs and the focus is on exploratory research. The literature survey is from the research papers from popular journals and the databases from Ebsco, Proquest, J gate and the like.

The research may be useful for organizations which are driven by customer needs and requirements.

KEYWORDS: *Customer-Centric; Employee Engagement, Evolving HR, Employee Culture; Customer Empathy*