

Customer Centricity: How we've embraced it as our company culture and how you can do it too



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In your opinion, how customer-centric is your workplace?

Today's workshop

- What is culture?
- What is Customer Centricity?
- What is a customer-centric culture?
- How to embrace/introduce a customer-centric culture?
- What steps can **you** take in your team/org?

A bit about me



Nina Horstra

UX Research Manager Booking.com

B.Sustainable Ambassador

Culture Catalyst



Booking.com's mission

Make it **easier** for **everyone** to
experience the world



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It's centered around our customers

Fundamentally, we make it **simpler, quicker and cheaper** for people to travel.

We believe **everyone** should be able to experience the world, no matter who they are or where they live.

Make it **easier** for **everyone** to **experience** the world

We strongly believe that travel is a force for good in the world. It enriches people's lives through a range of **experiences**, big and small.



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**THINK
CUSTOMER
FIRST**



What is Culture?

5 mins



Culture

noun | cul-ture | \ 'kəl-cher\

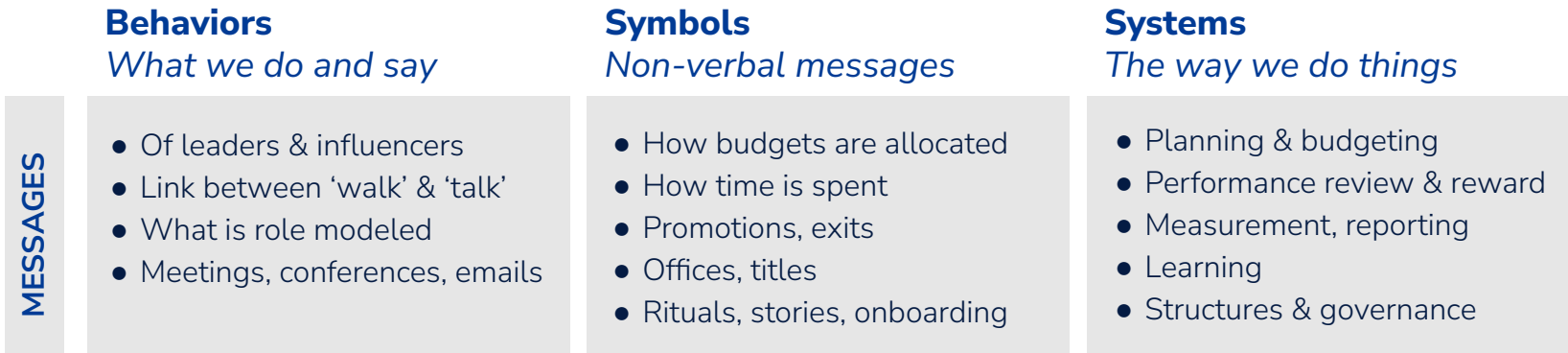
Culture is how we **do** things.

How we approach our work based on what we believe will make us succeed and help us belong.

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Creating Culture Change

Culture describes the behavioral norms that have been established through the messages received about 'what's really valued around here'.



Culture changes when all messages change consistently and over time

“What you do speaks so loudly, that I cannot hear what you say.”

– Ralph Waldo Emerson

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Let's learn together?



What is (good or not so good) Customer Centricity?

10 mins

Think about really good/bad customer centricity, what did they do, what was your experience, what happened, why is this a good example?





What is a customer-centric culture, in your opinion? And what is it not?

15 mins

What words, images, behaviour, symbols, systems do you associate with Customer Centricity?

Make it visual, in small groups
Then present it in 1 minute per group

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Product-centric



Customer-centric



A short explanation of Booking.com's approach to Customer Centricity

5 mins

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Creating Culture Change

It's an intentional journey!

	Behaviors	Symbols	Systems
MESSAGES	<ul style="list-style-type: none">● Of leaders & influencers● Link between 'walk' & 'talk'● What is role modeled● Meetings, conferences, emails	<ul style="list-style-type: none">● How budgets are allocated● How time is spent● Promotions, exits● Offices, titles● Rituals, stories	<ul style="list-style-type: none">● Planning & budgeting● Performance review & reward● Measurement, reporting● Learning● Structures & governance

Culture changes when all messages change consistently and over time

Introducing our Customer Centric Mindsets



Protagonist



Learner



One Team

These mindsets are the lenses through which we filter the world. They show up as practical behaviors that will help make us more customer centric every day.

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What steps can you take in your team/org?

10 mins

What **one** behaviour shift would have the most impact?

What **one** symbol would indicate this culture?

What **one** system would help embed this further?

“What you practice grows stronger.”

– Shauna Shapiro, Ph.D.

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Thank you!

Questions? Feedback?
It's welcome!



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