

December 2015 Newsletter



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Do you want to innovate? Customers can help!

Who doesn't want to create "home-run" customer innovations in 2016? But how will you innovate to maximize business relevance and customer loyalty in the year ahead?

Here's a hint...listen to your customers.

A 3M study (3M is certainly a brand that lives for innovation) shows interesting results for 1,193 successful innovations across a wide swath of industries:

- 60% of successful innovations came directly from customers
- Customer ideas are a great launch pad for organizational innovation teams
- Over a 5-year period, customer-lead innovation had greater ROI (\$146 million) when compared to internally generated innovation (\$18 million)

The moral of the story is ***a novel idea can lead to an invention but for an invention to be innovation it requires a customer.*** Unless invention solves a customer need there is no market for that idea or product.

Who better to help identify solvable problems than your customers? ***In 2016, why not often ask, "How can we make this product or experience better for you?"*** Better yet why not attempt to make those suggested improvements and check back with your customers regarding the effectiveness of your innovation efforts.

I suspect your cash register will happily tell the rest of the story...

THANK YOU

Driven to Delight is a Bestseller!



Driven to Delight offers an exclusive, behind-the-scenes look at CEO Steve Cannon and his leadership team's ambitious, multi-pronged strategy to elevate the company's customer experience to best-in-class across all brands and industries. This is an in-depth, all-access look at senior leadership's vision, strategy, and tactical steps to create and sustain the wide-sweeping actions needed to deliver a customer experience that lives up to the company's brand promise, "the best or nothing."

www.DrivenToDelight.com

From the Blog:

How to Become a Leader in Customer Experience

There are leaders, followers, and...well people who just get in the way! Which are you?

In business today, it takes leadership to build a business that consistently engages customers. If customers aren't emotionally connected to your brand, through the experiences you provide, you will be vulnerable to offers and solicitations from your competitors. Such was the case for Mercedes-Benz! [Read More](#)



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