



# Fundamentals of Customer-Focused Management: Competing through Service

*Joby John*

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Customer-orientation, customer-centricity, and customer relationship management (CRM) are not new concepts or practices. But information technology has unleashed tremendous opportunities in dealing with a customer and in creating value to the customer. And yet the majority of CRM investments and initiatives fail because firms do not have the appropriate orientation to serving the customer. The principal aim of this book is to get the reader to think about the firm and the way it conducts its business in a certain way—with a customer focus.

It is now becoming clearly evident that all firms compete on service. Providing superior service becomes a prerequisite for any differentiation strategy to succeed. To provide superior service for a competitive advantage requires a concrete understanding of what service-orientation means. This orientation, in the form of frame of mind, is essential for the firm to take advantage of opportunities and to address the challenges so as to gain a competitive advantage. For excellent service firms, the challenges and opportunities in providing services are a constant endeavor. For others, these challenges and opportunities are not that obvious. A complementary aim of this book, therefore, is to instill into the reader the principles of managing services.

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