

Presentation Notes

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In today's research, the topic is about Amazon. Customer obsession is one of Amazon's values and in the meaning of proving that customer obsession is happening in the company, the researcher applies Tulmin's theory.

„Leaders start with the customer and work backwards. They work vigorously to earn and keep customer trust. Although leaders pay attention to competitors, they obsess over customers”. Amazon.jobs (2019)

What is customer obsession??

„Being customer obsessed means aiming to help and put your customers at the centre of everything you do, ensuring every message is personally relevant at the time it's received” Transmission. (2019).

Kelvin Claveria a marketing manager at Visioncritical suggested that companies these days are more marketing obsessed than customer obsessed.

Researcher used Jeff Bezos quote to discover why Amazon is the leader of customer obsession:

Claim: „The number 1 thing that has made us successful by far is obsessive compulsive focus on the customer” Jeff Bezos- Amazon founder & CEO (2018)

Grounds: Business Insider, 15 September 2018 stated that Amazon developed Prime which is a paid subscription who offer maximum two days delivery and even one day delivery proves his dedication for customers happiness.

Backing: Customer obsessed companies ensure that the voice of the customer is the front line and it is present in every important meeting. To get to know what your customer want is what makes your business grow.

Qualifier: Maybe the best strength that proves customer obsession from Amazon is nothing more than customers feedback. I used a random feedback to prove how Amazon deliver customer happiness: *The phone case was delivered in time that I expected and product was exactly as I saw it pictured. Thank you! -- 5/5.*

Rebuttal: „...most companies who think they are customer obsessed are actually focused primarily on themselves – their current capabilities, their product, or their processes” Kelly, S. (2019). Nowadays many companies tend to think more about how to make more profit than customer happiness. That's why Amazon is the best retailer on the market and in continuous growing.

In conclusion being customer obsessed can bring more profit to your company and gives opportunities to improve.

- Think big

„Thinking small is a self-fulfilling prophecy. Leaders create and communicate a bold direction that inspires results. They think differently and look around corners for ways to serve customers”. Amazon.jobs (2019)

Being part of Amazon DNA, thinking big is part of the 14 principles of leadership. Thinking big is part of the innovation process that Amazon is doing it daily. Every innovation that Amazon does is with customer in mind. This works well with customer obsession because daily innovation means more happy customers.

Work hard, have fun, make history!

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