

## Customer Orientation: The Soul of Amazon

*Customer orientation is making Amazon the everything store*

Amazon has become everything store by focusing on customer orientation and responding innovatively to create and serve market. Amazon has treated customer as the soul with the following steps.

- Amazon founder, Jeff Bezos connects to the customer directly with his public e-mail ID [jeff@amazon.com](mailto:jeff@amazon.com) to listen to the customer voice. He forwards the customer mail to the concerned employee with a question mark to demand the response in few hours.
- Customer response is considered as an audit on internal processes. Every bit of customer feedback is treated as precious source of business intelligence.
- Every decision is measured against metrics whether the new process roots out inefficiency or not while serving customer.
- Amazon has become the 'Everything Store' with \$75 billion annual revenue and \$140 billion market value to serve all types of customers.

**Customer orientation** is defined as an approach to sales and customer-relations in which staff focus on helping customers to meet their long-term needs and wants. Firms constantly need to change and modify their products, to satisfy the varying needs and preferences of the customer.



- Bezos simplifies the message. He takes a red pen to press releases, product descriptions, speeches and strikes off unnecessary stuff for easy customer comprehension

- Bezos's dream venture is 'Blue Origin', rocket ship Company, to offer space travel to widest target customers at affordable cost.
- Amazon has a clandestine group which focuses on purchasing large volume of goods from competitors to measure quality and speed of service to better serve customers.
- Amazon follows 14 leadership principles: *customer obsession*; ownership; invent and simplify; are right, a lot (leaders are right a lot); hire and develop the best; insist on the highest standards; think big; bias for action; frugality; vocally self critical; earn trust of others; dive deep; have backbone, disagree and commit; deliver results
- Employees file patents and there is a fierce competitiveness what they do to provide better customer value
- Amazon had been nurtured by Bezos for surviving 20 years with low profit margins and severe competition to better retain customers.

**Source:** Stone, Brad (2013), *The Secrets of Bezos: How Amazon Became the Everything Store*, Bloomberg Business Week, Oct 10, 2013.