

Customerization: The Organizational Change for Marketing Excellence

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Abstract

As markets become more liberalized in a globalized economy, the customer choices multiply many fold and organizations find it difficult to differentiate product offers on feature and price combinations. The differentiation, therefore, need to move away from product or price base. It is proposed that the organization can be more successful if it realigns its employees and organizational processes keeping a focus on customer. In this concept paper an approach has been proposed to customerize an organization to better address customers needs and, thus to stay ahead of competitors. Activities that require to be accomplished can be listed and classified under low-high impact and low-high cost of implementation as a starting point.

Key Words: Customerization, Customer, Marketing, Organizational

ACKNOWLEDGEMENT: Infrastructural support provided by the FORE School of Management, New Delhi in completing this paper is gratefully acknowledged.