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Meeting customer needs leads to customer satisfaction but does not lead to customer loyalty, which is what keeps companies in business. Delighted customers however, are loyal customers. The Kano Model developed by Noriaki Kano describes

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delightful performance as that which surprises and excites the customer in addition to meeting their basic needs. In order to "delight" a customer, an organization or individual must become aware of not just what is asked for, but rather what is needed.

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It is all dependent on the customer. In a bid to stay at the top, businesses now realize the importance of customers in achieving their bottom line. They realize that building a customer driven organization is key

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to improving profits and maintaining market position in the competitive industry.

A customer driven organization is one that has realized that the hierarchical structure, where the executive and management were the most important people in the organization, must be modified to put ...

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corporations which Lance has
narrated with perfect ease.

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an organization-wide initiative for creating and enhancing customer driven value.

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Customer-driven organizations already assume that customers do exist, and they have a fixed behavioral pattern, particularly in terms of what they want and need. These customers do not change. The only thing left to do for the business is to identify what those wants or need are, and understand them.

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