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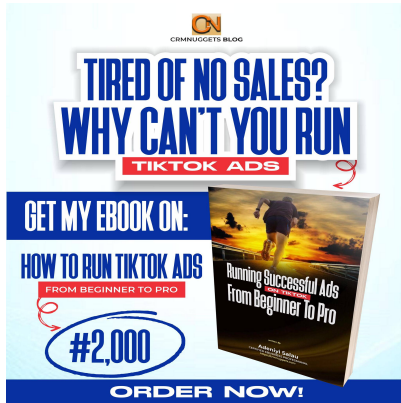
One of the unique features of [Customer-Centric Enterprise \(CCE\)](#) is that they address all customer issues fully and resolve them completely.

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What we are saying here is that a CCE will never treat a customer(s) complaints with kids' gloves. They will always ensure that their customers are happy.

This is to prevent their customers [from joining the competitor's Life Cycle.](#)

Also, CCE employees are empowered with authority and tools to resolve customer issues completely in a customer-centric organisation; customer-facing employees do not have to wait for their bosses before they can attend to customers' complaints.



The customer database is made available to all the employees so that they can attend to any challenges being faced by their customers.

Above all, a customer-centric enterprise allows, its customers to interact with the organisation across multiple channels.

Customers have the independence of deciding the way in which they wish to relate with the organisation.

Some might decide to walk in into any of the branch offices while some conduct their transaction online.

The hallmark of a CCE is that [they stay with their customers all through](#). Their main driving force is not profit as it may not be forthcoming at the onset but the

organization maintains its relationship with the customers through thick and thin.

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We can say that a CCE is a company that focuses on customer satisfaction and places the customer at the centre of the company's existence.

Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

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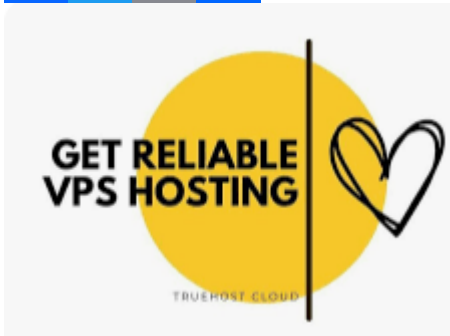
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