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The Guiding Light of Customer-centricity

Sue Decker, *Yahoo! Inc.*

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Video URL: <http://ecorner.stanford.edu/videos/2011/The-Guiding-Light-of-Customer-centricity>

It's difficult to do and it's difficult to change, but a focus on putting customers first is the most powerful thing an enterprise can do, says Sue Decker, President of Yahoo!. Decker admits that some of the company's strategic hurdles have come from thinking of their products and their technology as the forefront of the business, rather than a total consideration of the end-user experience.



Transcript

It seems to me that one of the things that you're probably all thinking about is going out and starting companies and creating really cool products and building businesses around that. And in fact that is how Yahoo! started with two of your very own, Jerry and David. And it worked really well but what I want to talk a little bit about is the power of actually focusing on the customer as the guiding light in everything you do. And that is, you know, customer fixation or customer centricity is something that's almost become trite, it's used so often. But it's really, really, really hard to do. And it's super hard to change if you don't start that way. And it has a lot of power in how successful your company is. And I think actually some of the problems Yahoo!'s had in the last few years are results of very much focusing on products, as opposed to customers and consumers. And we're trying to change that now.