

4 STEPS TO GUARANTEE CUSTOMER CENTRICITY

01

LISTEN FIRST

- Conduct field surveys
- Identify risks
- Check willingness & capacity to pay
- Challenge assumptions

02

START SIMPLE & LEARN

- Start with basic benefits, easy to understand, easy to distribute/use
- Get continuous feedback

03

ADAPT & SCALE

- Evaluate the product
- Add services
- Update the product and scale

04

GO BEYOND

- Extend to other people
- Extend to other risks

