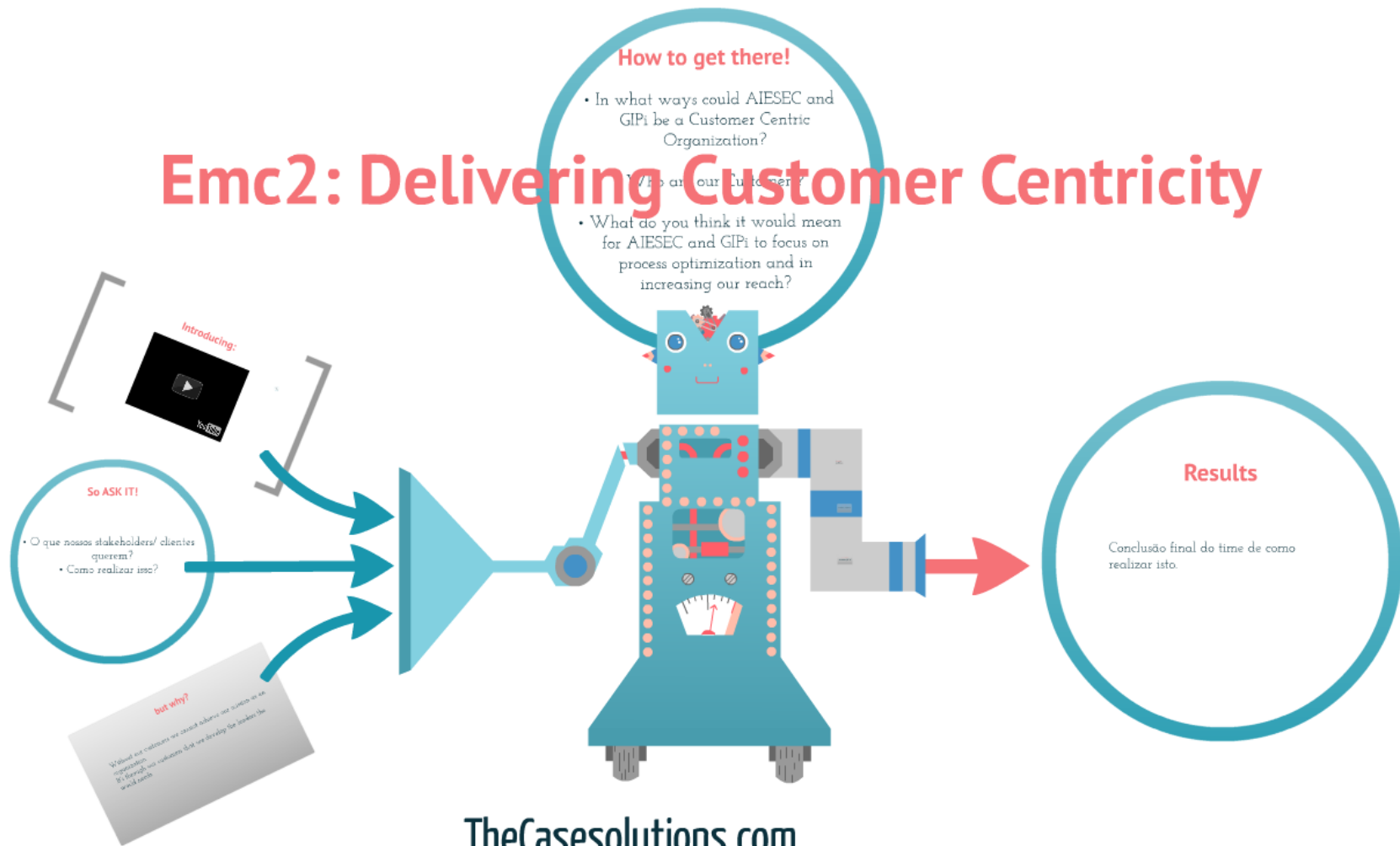
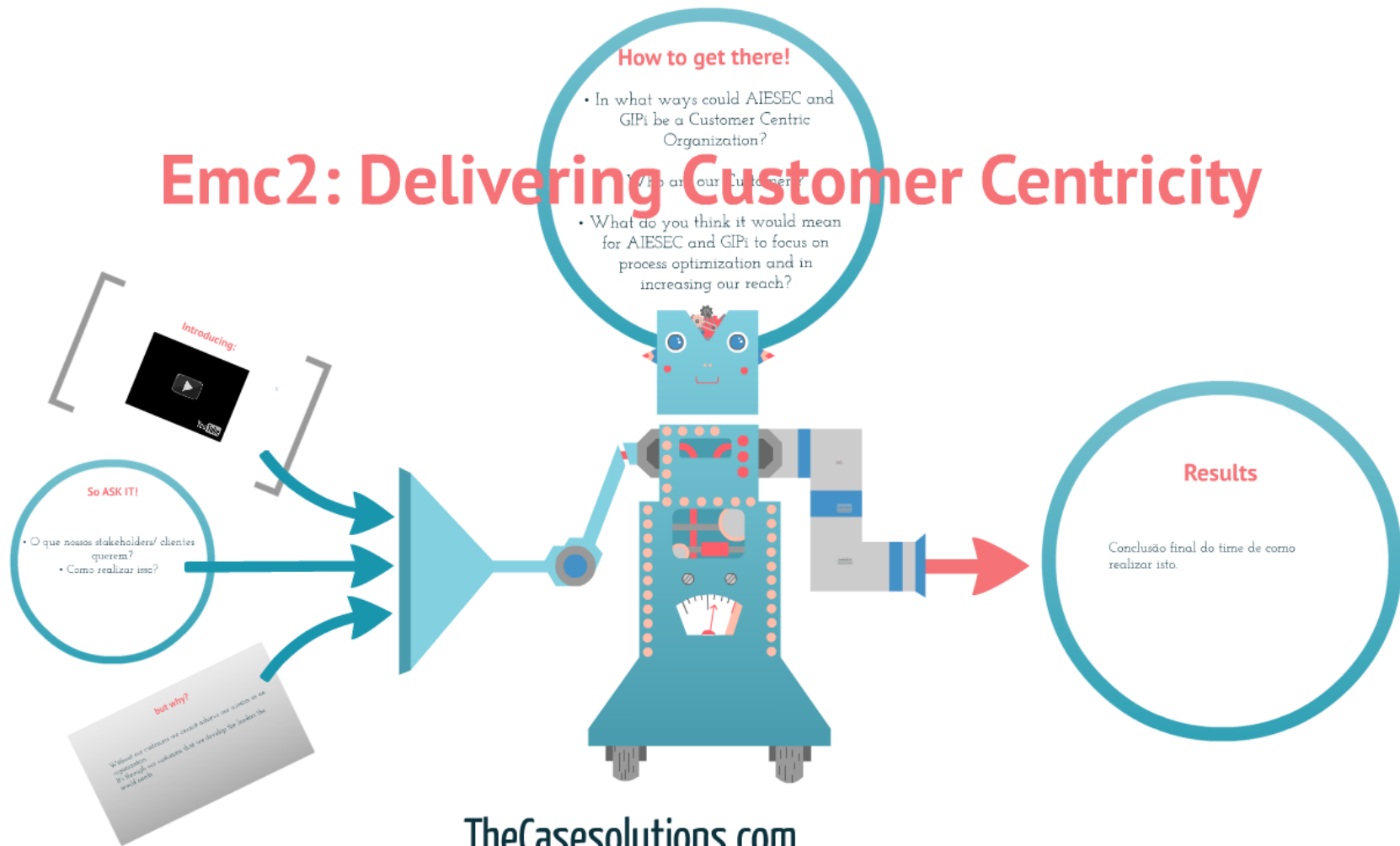


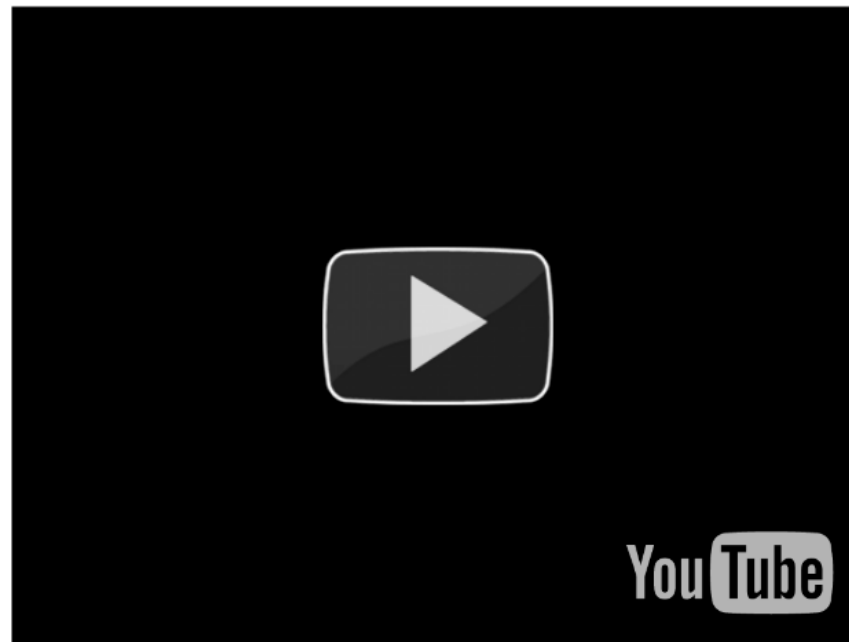
# Emc2: Delivering Customer Centricity



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Introducing:



## Definição:

Customer centricity focuses on understanding customers' needs and preferences and on adapting a company's service delivery processes to accommodate and satisfy those preferences in order to enhance customer loyalty - which results in increased growth and profitability.