

JON HERSTEIN

CHIEF CUSTOMER OFFICER BOX

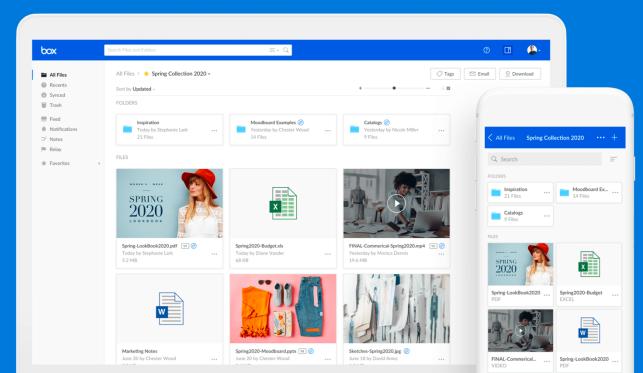


Blow Your Customers' Minds with a Customer-Centric Culture



Building a Customer-centric Culture

Jon Herstein, Chief Customer Officer



This is a story about relationships

Once upon a time...

Centralized, IT-driven purchasing decisions Rigid "big bang" implementations Defined scope and hard boundaries 10-15 year investments Vendor lock-in Sometimes, "partners" stayed together long after they fell out of love

The SaaS business model has changed all that

THEN

NOW

Centralized purchasing decisions Rigid "big bang" implementations Defined scope and hard boundaries 10-15 year investments

Vendor lock-in

End user choice Agile, real-time work Flexibility, quicker time to value 1-3 year subscription Best-of-Breed

Customers are at the center of your business

Or you don't have a business

End of story

At Box, our mission is to power how the world works together

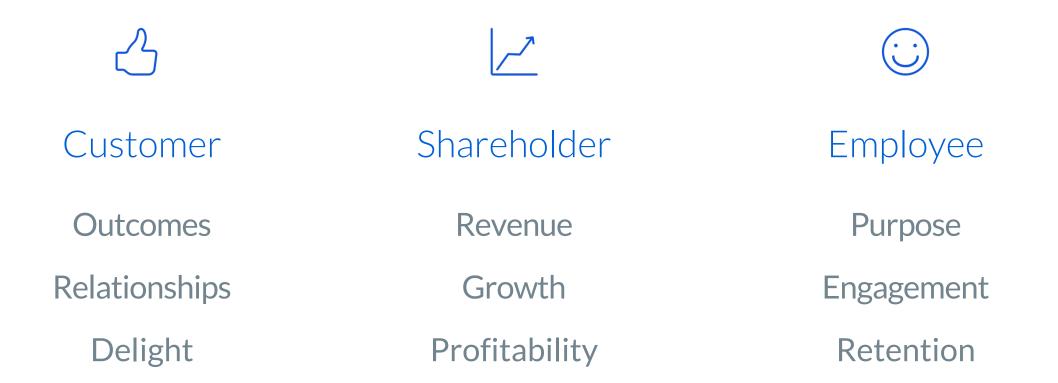


Fortune 500

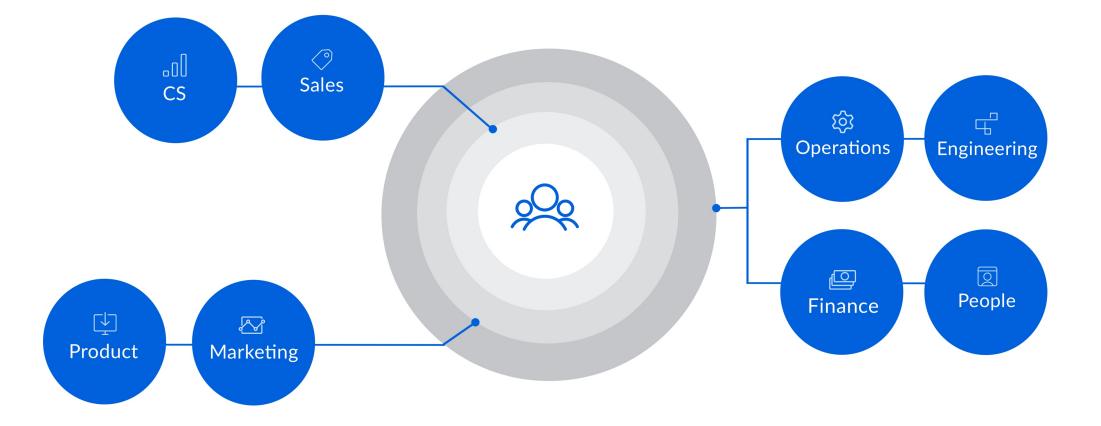
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BLOWOUR CUSTOMERS' MINDS

Why Customer Centricity Matters



Every company claims the customer is at the center of their business



To be truly Customer-centric, focus on these key tenets

Customer Outcomes

Deliver real business value to your customers; communicate it relentlessly

Customer Perspective

Engage all employees to understand and internalize your value to customers

Customer Relationships

Build and nurture deep relationships to create unbreakable bonds

Voice of the Customer

Amplify customer feedback to improve your products and services

Customer Delight

Empower employees to "Blow Customers' Minds" through exceptional customer experiences

Customer Advocacy

Build an army of fanatical advocates who will tell your story from their perspective

You won't always get it right



Sales leverages Box to share and collaborate on mobile content

The insurance claims process went from three weeks to three hours Box Platform digitizes the executive search process

HEIDRICK & STRUGGLES

Top tier talent, six weeks faster guaranteedRate

Box enables employees to share critical content with teams, partners, and customers

> Cut the loan app process from four days to four hours

But when you do get it right

Customers realize their intended business outcomes Their experience with you is delightful Highly engaged employees think and act "customer first" Customer-centric behavior happens naturally

The (Actual) End



Thank you!



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