



# Video transcript

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## Amazon's CX lessons

So, I think the three things that are applicable to any business are: how important it is to focus on customer needs and requirements – understanding that those needs will change – customers are always wonderfully dissatisfied. And by that, I mean their expectations are always changing – whenever they have an experience in their life that raises the bar of what their expectation is. And so, really, we're in the business of change. And to do that, we need to be able to listen to our customers. So, I think certainly understanding that customers will always be changing, and having mechanisms in your business, or processes, to be able to hear your customers.

At Amazon, we do that a variety of ways, there's no one way, there has to be many ways and it's not just about customer feedback and customer focus groups. Sometimes you might be able to infer what your customer needs, and sometimes they don't actually know what they need, and you have to invent on their behalf. And all of those are really valid ways of inventing for your customer or making sure that you have customer-centric product design. For us, all of those three ways are valid.

And before we build anything, we would write up that idea as press release. And so, it's speculative when we write a hypothetical futuristic press release. And we do that to make sure that we're building the right thing. We want to clarify our idea, and make sure that it really answers that customer demand. And so, an easy way to find that out is to show to a potential customer. Because if your press release isn't compelling to your customer, you're not building the right thing.