



El Cliente y el Banco Central de Costa Rica

Octubre 2021



¿Qué ocupan nuestros clientes?

Pregunta clave en el proceso de transformación digital

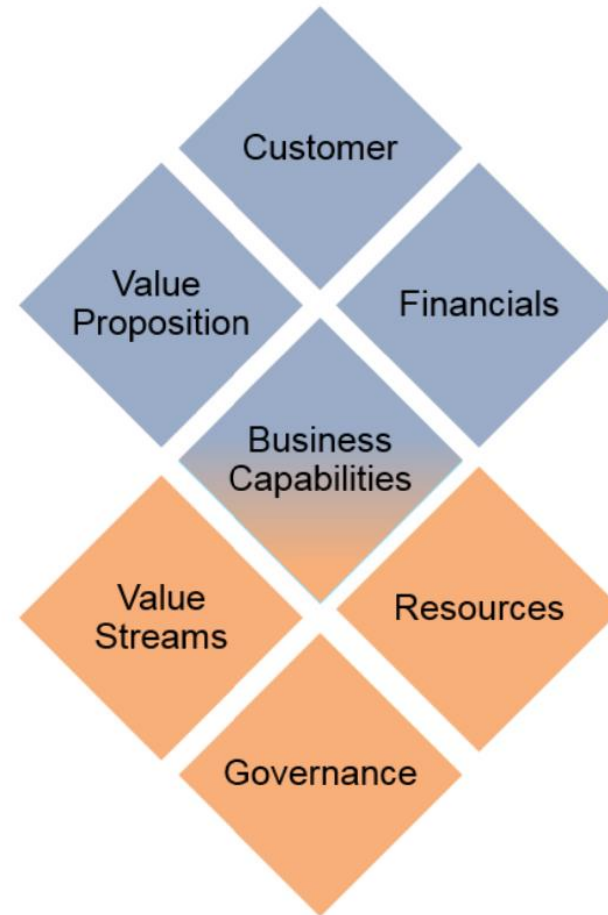
Figure 1. Business Capabilities Link Business Models to Operating Models

Two Key Frameworks Defined

A **Business Model** reflects *what* value the entity will create and deliver to customers or constituents.

An **Operating Model** reflects *how* the entity creates and delivers that value.

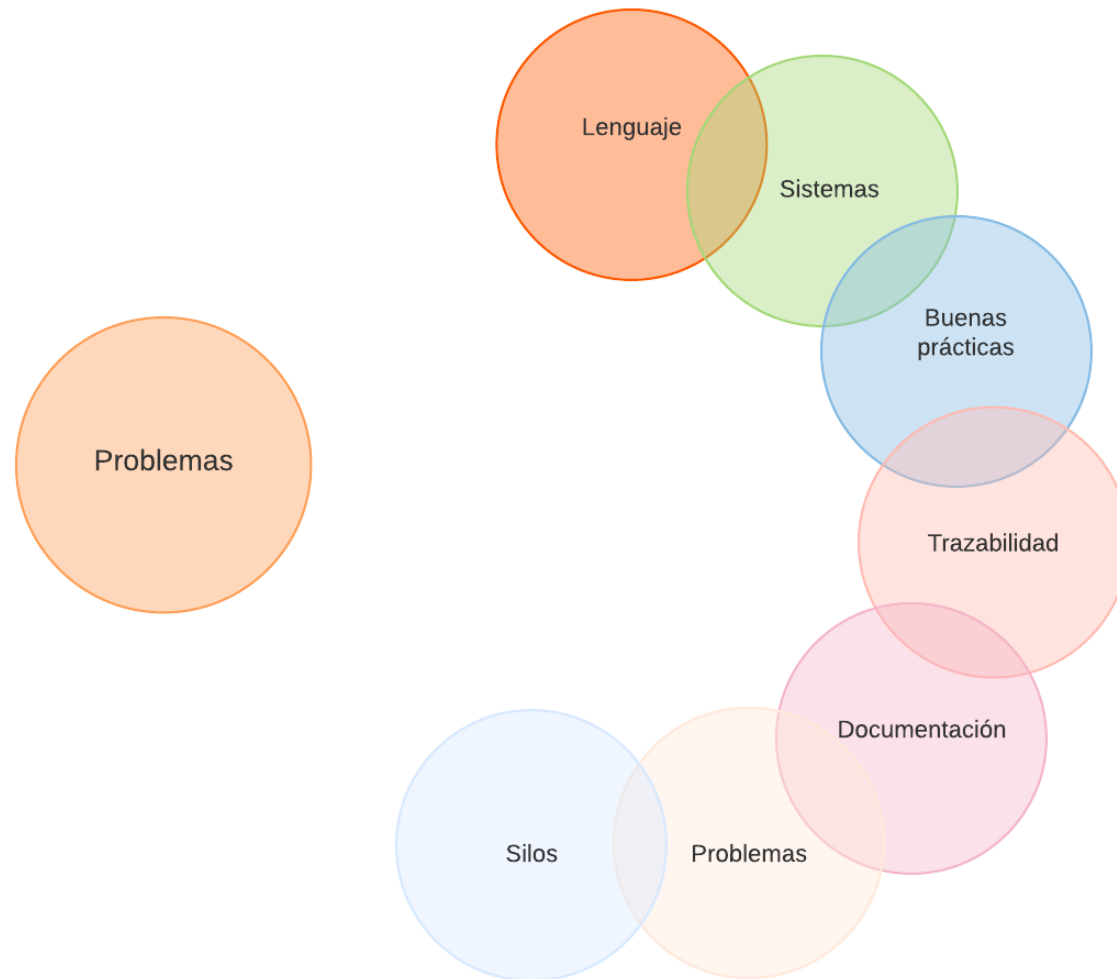
Business capabilities are the linchpin that links these together.

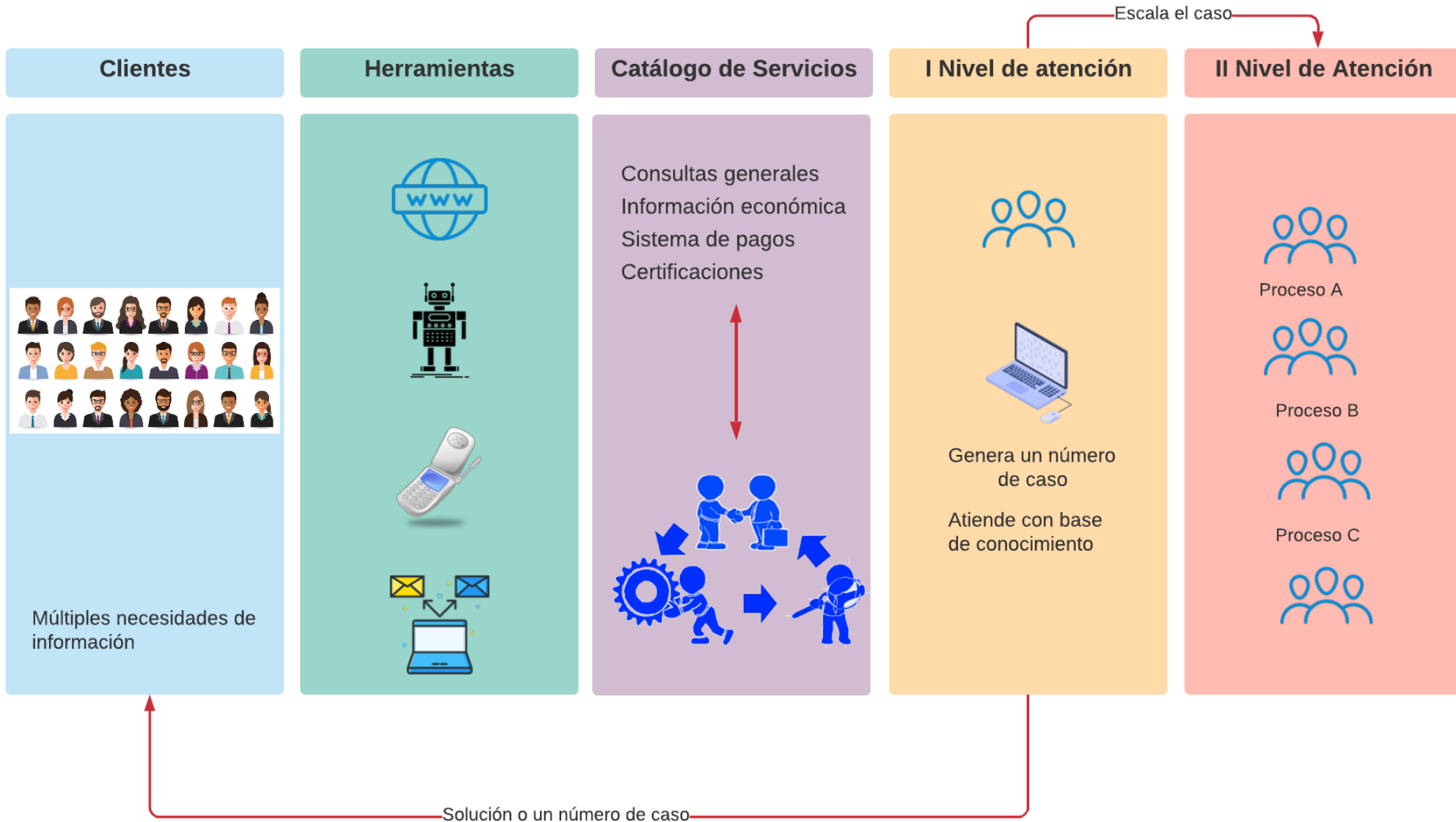


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Atención al Cliente





Pensar en soluciones de afuera hacia
adentro: poner en el centro de la
Organización al cliente