

# BUILDING A CUSTOMER-CENTRIC CULTURE “UNDERSTANDING WHERE TO START”

**COME AND FIND OUT WHY CUSTOMER CENTRICITY IS SO IMPORTANT TO YOUR COMPANY’S FUTURE.**

**A GUIDE TO DRIVING SUPERIOR PERFORMANCE – IN A WORLD WHERE PRODUCTS HAVE BECOME COMMODITISED HOW WILL YOUR COMPANY STAND OUT FROM THE REST?**

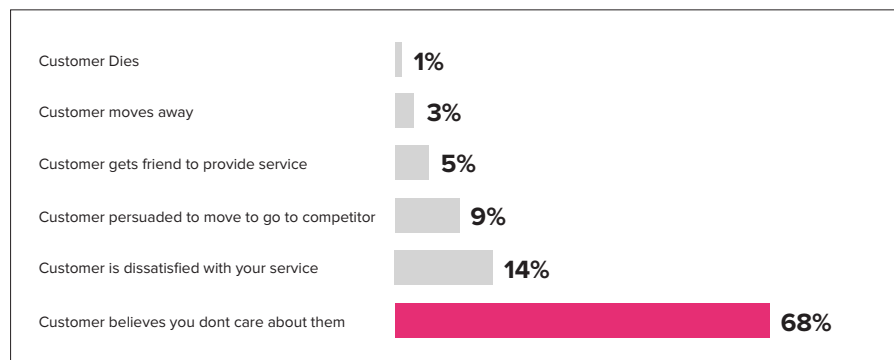
## PROGRAM OVERVIEW:

A customer-focused culture is a powerful competitive advantage. Innovative companies measure their level of customer centricity and drive a customer experience culture across their organization from marketing, sales, and customer service to product development, operations and the leadership team. How does your organisation rate on Customer Centricity? Do your Customers Agree with you?

**“91% of companies claim to be customer focused. Only 10% of Customers agree”**

Forrester Research 2012

**“40%-70% of customers leave a company, dependant on industry, for no other reason than they believe that the company does not care”**



Source: The Rockefeller Foundation

## KEY TAKEAWAYS

- Strengthen your customer-centric culture and create a better customer experience within your organisation.
- Understand how to identify the new competitive dynamics that create high risk for your business as well as those that create opportunities for profit.
- Learn how different dimensions of customer centricity apply to your strategy and understand how they create a superior customer experience that drives future performance.delivers better business results
- Learn how to measure, evaluate and drive your organisation's or team's level of customer centricity and the customer experience it delivers.
- Learn how to build a customer experience culture that delivers better business results.

## WHO SHOULD ATTEND

- Executives, Senior Managers and who need to improve their focus on customers and develop processes to support a customer-centric culture.
- Consultants who want to understand more about helping their clients become Customer Centric.

**Building your customer experience capability offers a proven path to customer satisfaction, retention, advocacy and sustained revenue growth.**

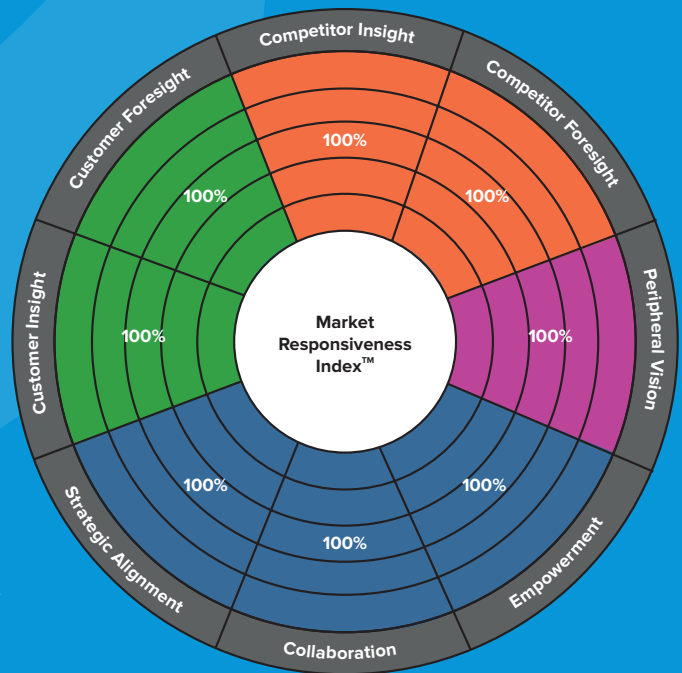
This one-day workshop will explore the customer experience process and how you can strengthen your own customer culture and influence others within your organization.

It will provide focus on your priorities as well as practical insights, tools and framework necessary to improve customer centricity. It will show you how to measure your progress and increase your team's performance.

There are 8 critical disciplines that businesses need to achieve sustainable success. Each of these will be covered in the workshop.

These can be measured in terms of alignment with business objectives and the market, and assessed against risk and opportunities. You require these disciplines in order to create customer advocates and win in the market against competitors.

## 8 Dimensions of Customer Centricity



### The Customer Culture Imperative

- The workshop is based on the award winning book. The Customer Culture Imperative which includes examples of best practices by global companies like Virgin, Amazon, Starbucks and Salesforce as well as interviews with some of the most customer centric leaders. It also describes the steps that successful organisations take to create a strong customer culture and superior customer experience.

### Market Responsiveness Index™

- MarketCulture's award winning employee survey tool will also be used to give participants an understanding of how customer centric their own organisation's are today.

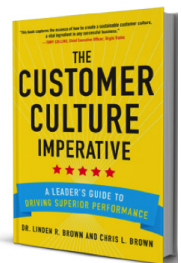
### Course Requirements

- All Participants require an Internet enabled device, with email, to receive a link to complete the Educational MRITM survey and receive their report. (Laptop, Tablet, Iphone, Android)

### Course Certification

- Every participant will receive a certificate of attendance at completion of the course.

MARKETING  
BOOK OF THE YEAR 2015



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