

October 9, 2016

CUSTOMER CENTRIC CULTURE SESSION

Session 1

8.15 coffee and gathering – set up internet access to all participants

9.00 Introduction and workshop objectives
Online MRI survey completion

Session 2

9.25 Why is customer-centricity important

- Competitive advantage in a commoditized world
- Creates a sense of purpose and focus
- Drives business performance
- Creates an internal culture of alignment and collaboration to deliver superior value and experience for customers
- Discussion examples and video interviews

Break 10.10 to 10.30

Session 3

10.30 What is customer culture – “clearing the fog”

- MRI Framework and links to business performance
- Case study examples and video interviews
- MRI Self assessment exercise
- Debrief of exercise

Session 4

11.00 How to measure customer culture and set targets using the MRI Benchmark

- Participants MRI results
- Interpreting MRI results
- Identifying priorities

11.35 Break

Session 5

11.45 Creating a Customer Culture Transformation Roadmap and summary

- Overview of the Customer Culture Transformation Roadmap
- Evaluating where your company is on the roadmap
- Identifying roadmap priorities using the MRI Leaders Guide
- Group discussion of Roadmap elements
- Planning next steps – templates for action plans

12.30 Close

Attendees are required to bring their laptops to this session

EXCLUSIVE for DBWC Members