Customer Informed, Business-Led Transformation Model

Co-creation is King

Time to collaborate

The best organisations commit to deeply understanding their customers and translate that understanding into sustained growth. We have observed a five phase framework that organisations typically follow when successfully delivering customer-informed, business-led transformation. It starts with Customer Thinking and requires undertaking a set of consistent steps to design and deliver improved customer experience and business outcomes.

= 200

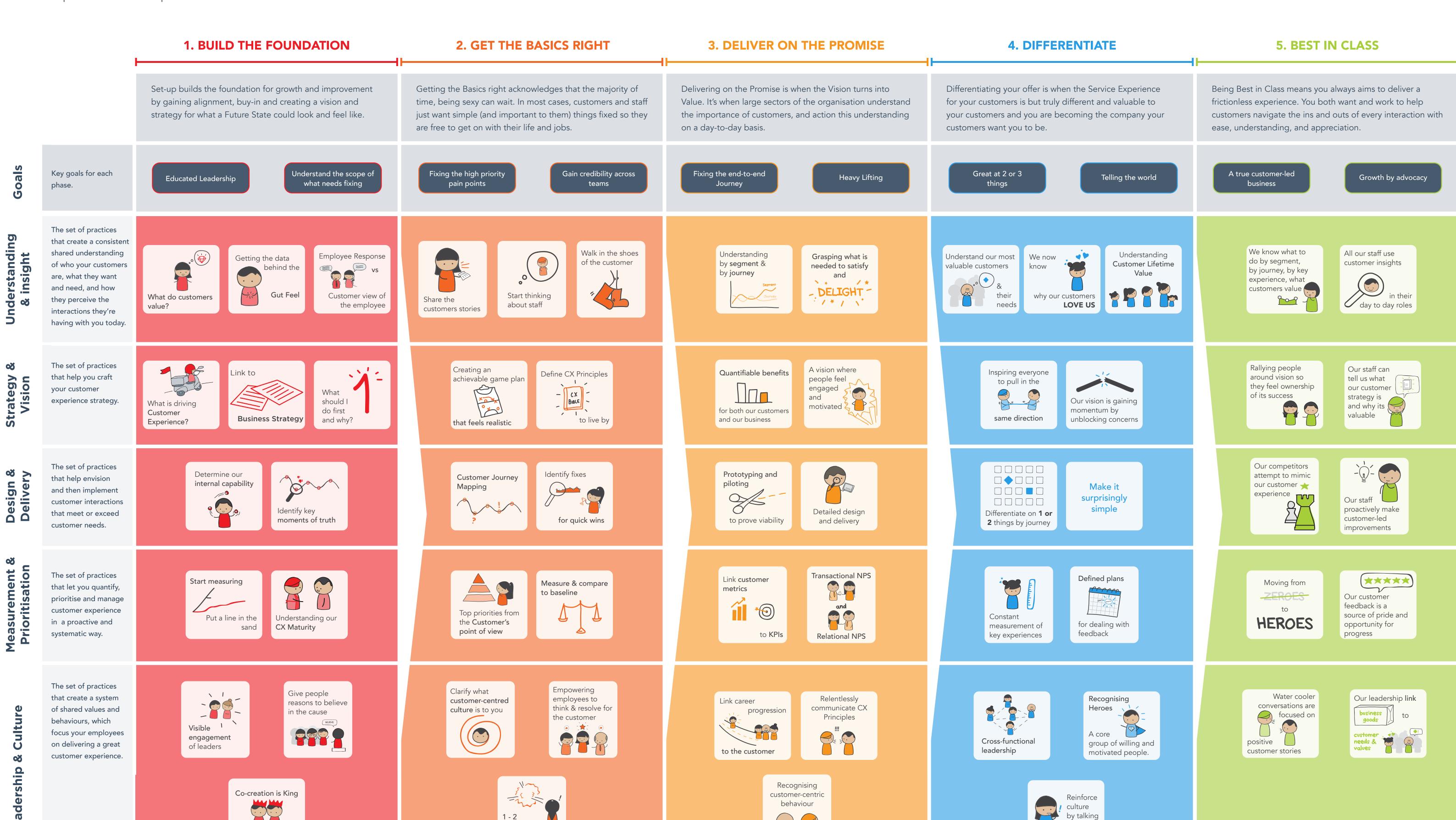
Big Changes

Staff will

NOTICE

1 - 2





customer-centric

behaviour

Reinforce

culture by talking

about CX

violations