proto cx

HOW TO BUILD A MORE CUSTOMER CENTRIC CULTURE

Are you grappling with how to gain clarity on your customer needs and translate them into growth?

Do you want to get your departments talking the same language... customer?

Would you like to know how to build a Customer-Centric culture?

Why do so many companies struggle to get customer-centricity right? The volume, velocity, and variety of customer data that now exists overwhelm many organisations. Some companies don't have the systems and technology to segment customers. Others lack the processes and operational capabilities to personalize communications and experiences.

But the most common, and perhaps the greatest, barrier to customer-centricity is the lack of a customer-centric organisational culture. At most companies, the culture remains product-focused or sales-driven, or customer-centricity is considered a priority only for certain functions such as marketing. To successfully implement a customer-centric strategy, a company must have a culture that aligns with them - and leaders who deliberately cultivate the necessary mindset and values in their employees.

THE WORKSHOP

Capability 1. Voice of Customer (VoC), Customer Insight and Understanding

‣ Design and implement Voice of Customer programs.
‣ Identify and map significant customer touch-points across the customer experience.

Capability 2. Experience Design and Improvement

‣ Establish and follow a well-defined design process to develop an improved experience.
‣ Use customer insights to define and prioritise requirements and opportunities for improvement.

Capability 3. Customer Experience Strategy

‣ Define a customer experience strategy that describes the intended customer experience and its linkage to overall corporate objectives.
‣ Develop Experience Principles and specific employee behaviours and interactions that reflect brand values and organisational mission.

Capability 4. Customer-Centric Culture

‣ Drive employee engagement and involvement — from the front line to the Executive Suite.
‣ Develop and deliver ongoing CEX interaction training to employees.

Capability 5. Organisational Adoption and Accountability

‣ Align business goals with customer-focused culture.
‣ Maintain a dedicated list of customer experience improvements.

Capability 6. Metrics, Measurements and ROI Metrics, Measurement and ROI Essentials

‣ Develop infrastructure and mechanisms to capture CEX data and identify key metrics for tracking experience quality, satisfaction, and loyalty.
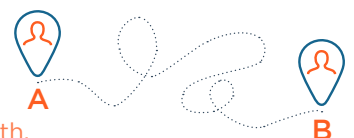‣ Develop framework and linkage of improved experiences to business outcomes.

OUTCOMES

‣ How do I anchor a CX programme within my company?
‣ What drives customer satisfaction?
‣ How do I keep CX permanently present?
‣ How do I set up a comprehensive feedback system?
‣ Which megatrends are changing customer expectations?
‣ What value does a CX programme bring to my company?
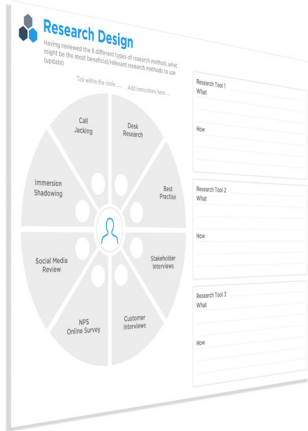
ABOUT PROTO

Being brilliant at understanding customers drives business growth. We give absolute clarity to leaders who want to know what to do #now, next and later by translating customer thinking into customer growth.

Our clients love working with us because we embed deep customer understanding to create and realise business growth.

A

B

We give absolute clarity to leaders who want to know what to do now, next and later

Research Design

Develop Insights

Customer Journey Map

THE VALUE OF A CUSTOMER-CENTRIC CULTURE

We will guide you through a series of worksheets and activities to understand the value of CX, how to truly understand your customers and develop strategies to embed customer-centric practices into your organisation.

Learn the importance of understanding the customer journey and how to make the best use of all feedback received at each interaction point.