



# WHO SHOULD ATTEND?

ANY EXECUTIVE RESPONSIBLE FOR DELIVERING ON THE PROMISES A COMPANY MAKES TO ITS CUSTOMERS



For more information, contact:  
Lucas Coffeen  
MarketCulture Strategies  
info@MarketCulture.com  
+1 800.817.8582

## “WHY GREAT PRODUCTS ARE NOT ENOUGH ANYMORE”

IN THE FACE OF INTENSE COMPETITION AND MASSIVE COST PRESSURES, HOW ARE YOU USING THE CUSTOMER EXPERIENCE TO DIFFERENTIATE YOURSELF AND DRIVE CUSTOMER LOYALTY?

80% COMPANIES SAY THEY ARE FOCUSED ON CUSTOMERS YET LESS THAN 10% OF CUSTOMERS AGREE? \* WHY IS THAT? IT'S NOT YOUR STRATEGY IT'S YOUR CULTURE.

DO YOU WANT TO LEARN HOW TO ESTABLISH A CUSTOMER-CENTRIC CULTURE WITHIN YOUR ORGANIZATION AND EMPOWER YOUR EMPLOYEES TO DELIVER A CONSISTENTLY POSITIVE CUSTOMER EXPERIENCE?

DO YOU WANT TO HEAR HOW TO LEVERAGE THE CUSTOMER EXPERIENCE TO INCREASE CUSTOMER LIFETIME VALUE AND DRIVE DOWN OPERATIONAL COSTS?

### KEYNOTE PRESENTATION:

#### How to Build a Truly Customer-Centric Culture within your Organization

How customer-centric is your organization? What can you do to progress this?

Chris Brown, CEO of MarketCulture will share the results of a 3-year million dollar research project that studied more than 80 firms level of customer centricity.

He will outline the seven key areas affecting your customer-centricity and explain what you need to do to become more customer-centric.

#### In this session you will:

- Identify where your organization is on the customer-centric journey using the Market Responsiveness Index business tool
- Understand the seven key areas that affect the customer experience and what you need to do to improve them
- Learn from case studies on how organizations have successfully managed the transition to becoming customer-centric
- Establish how to engage senior executives and secure their buy-in to become more customer-centric by talking their language

\*Source: “Closing the delivery gap” Whitepaper – Bain and Company