MarketCulture

WANT TO HELP YOUR CLIENTS IMPROVE THEIR CUSTOMER CENTRICITY BUT DON'T KNOW WHERE TO START?

EXPAND YOUR CONSULTING TOOLKIT WITH THE AWARD WINNING MARKET RESPONSIVENESS INDEX (MRI™)

The MRI™ clears the fog, providing a culture assessment that empowers you to help your customers drive results by improving their Customer Centricity.

"89% OF BUSINESSES EXPECT TO COMPETE ON CUSTOMER EXPERIENCE IN 2016"
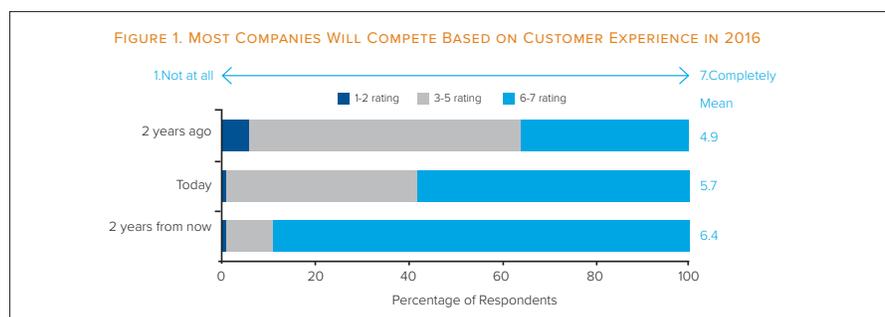
- Gartner

HOW ARE COMPANIES GOING TO ACHIEVE THIS?

There is a large gap between their aspirations and their capabilities; this is where consultants can help.

Why should you add the MRI™ to your consulting toolkit?

1. Being truly customer centric has never been more important to businesses than it is today.
2. Many products have become commoditized to the point that it is very difficult to determine the difference between one product and the next.
3. Companies that do not have a culture of focusing on customers and their changing needs will be left behind. Only those companies that develop a customer centric culture will be able to remain relevant and profitable.
4. Many company leaders are asking their advisors how they can become more customer-centric.

Source: Gartner report "Gartner Survey Finds Importance of Customer Experience on the Rise — Marketing Is on the Hook," Sept. 29 2014

Figure 1. Most Companies Will Compete Based on Customer Experience in 2016

	1.Not at all ←	→ 7.Completely	Mean
	■ 1-2 rating ■ 3-5 rating ■ 6-7 rating		
2 years ago			4.9
Today			5.7
2 years from now			6.4

Percentage of Respondents (0 20 40 60 80 100)

KEY TAKEAWAYS

- Learn how customer centricity will create superior customer experience across your clients' organizations

- Learn how to measure and evaluate your clients' current levels of customer centricity and identify targets for enhancement

- Learn how to guide your clients in building their own customer experience culture that delivers better business results

WHO SHOULD ATTEND

Consultants that work with senior leaders to improve their business performance.
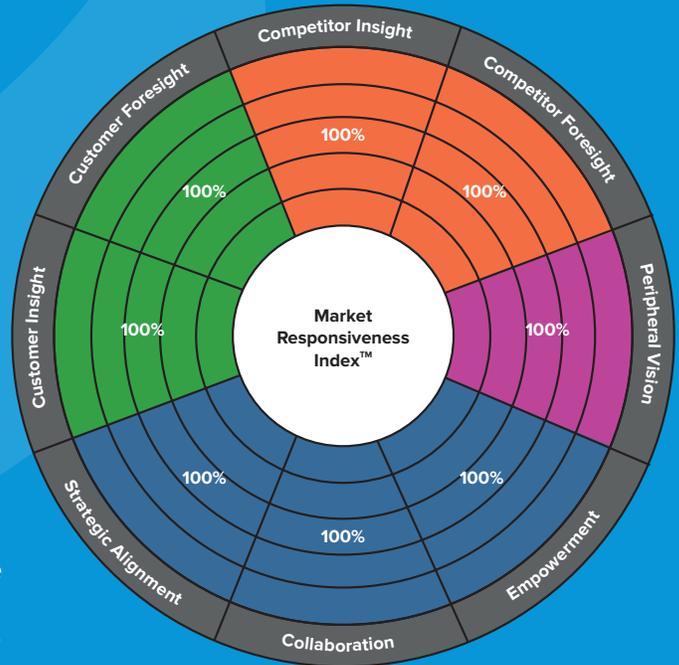
- Leadership Consultants

- Executive Coaches

- HR Consultants

- Change Management Consultants

- Customer Experience Strategy Consultants

" **The #1 challenge to overcome for leaders working on their company's customer experience is to create a customer first culture.** "

Source: The Global State of Customer Experience 2016 – Published by CX Network in Association with Forrester Research and CRM exchange

The MRI™ provides the framework and mindset for leaders and all employees in the business. It measures and benchmarks a company's or team's customer-centric culture and creates a focus for effective capability building.

The MRI™ will reveal your client's strengths and weaknesses when it comes to the 8 dimensions of customer-centric culture.

How will MarketCulture support you?	How it will benefit you:
• MarketCulture Strategies has a wide spread of existing marketing materials to promote the MRI tool and the assessment process.	• Makes selling the tool much easier and less time-consuming.
• Customizable templates available to prepare, generate and price proposals that are suitable for submission to clients.	• Assures accuracy in all areas of the proposed offering and significantly reduces the time and labor costs to respond to clients.
• Existing web-based MRI survey instrument is available 24/7/365 and can be activated in less than 24 hours after project initiation.	• No delays between project launch and start of actual data collection.
• Survey instrument can be quickly custom tailored to meet any unique client needs (add questions, embed client's name in questions, include client message at beginning and end of survey).	• Client gets value of the personalized MRI™ plus targeted data collection for truly unique needs.
• Completely automated statistical analysis that creates reports and presentations suitable for client leadership and senior managers.	• No need to create unique briefing slide sets, saving time and labor, and assuring consistent look and feel of the presentations.
• Detailed reports automatically generated for any specified level or structure within the client's organization	• Saves significant labor while still providing the granularity needed to address results to the specific decision-makers and solution implementers.

"We have the tool to start them on their journey to customer centricity. You have the solutions to help them build those capabilities. Become accredited in the use of the only scientifically researched customer-centric culture measurement tool available in the market today."

Find the closest accreditation course by visiting: www.marketculture.com/accreditation OR contact sean.crichton-browne@marketculture.com