



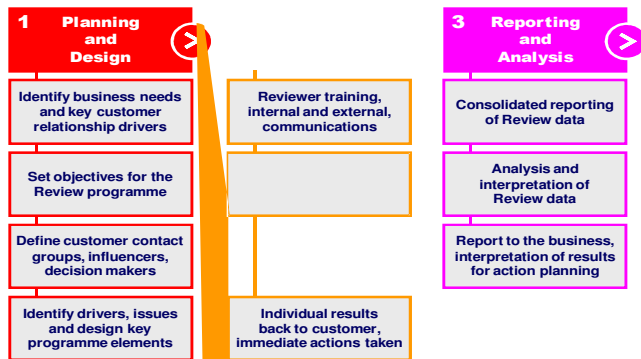
To drive change and to become a customer focused organisation



Successful companies of the future will be those for whom the customer relationship sits at the heart of business strategy and every process within the organisation will revolve around providing a positive customer experience.



- Team working with customer
- Customer shaped processes and procedures
- Organisation and structure that delivers to customer needs
- Communications with customer
- Performance management driven by customer priorities
- A culture of continuous



The programme is customised to meet your specific needs and business circumstances, helping you identify the key influencers in your most important customers, the key drivers that affect the relationship and formally training your team to carry out in-depth, face-to-face reviews. The data is analysed and findings are presented in a way that can be communicated internally and externally at all levels. This facilitates planning and implementation of the improvement actions that will help drive your business operations and shape future strategic direction.