



Aileen Allkins

*Helping businesses deliver a truly
exceptional customer experience*



Creating a Customer Centric Culture

Connecting Your Company's Mission, Culture, People And Customers For Better Business Outcomes



- A customer centric strategy is simply **putting the customer first in all major business decisions**
- “Only when customer-centric strategies are supported and advanced by culture will a company realize its customer-centric vision”. (HBR)

Customer Focused Companies Perform Better

Companies who are deemed to be customer focused consistently outperform their peers.

- 81% cite CX as a competitive differentiator
- 92% see an increase in customer loyalty
- 84% see an uplift in revenue
- 79% realise cost savings

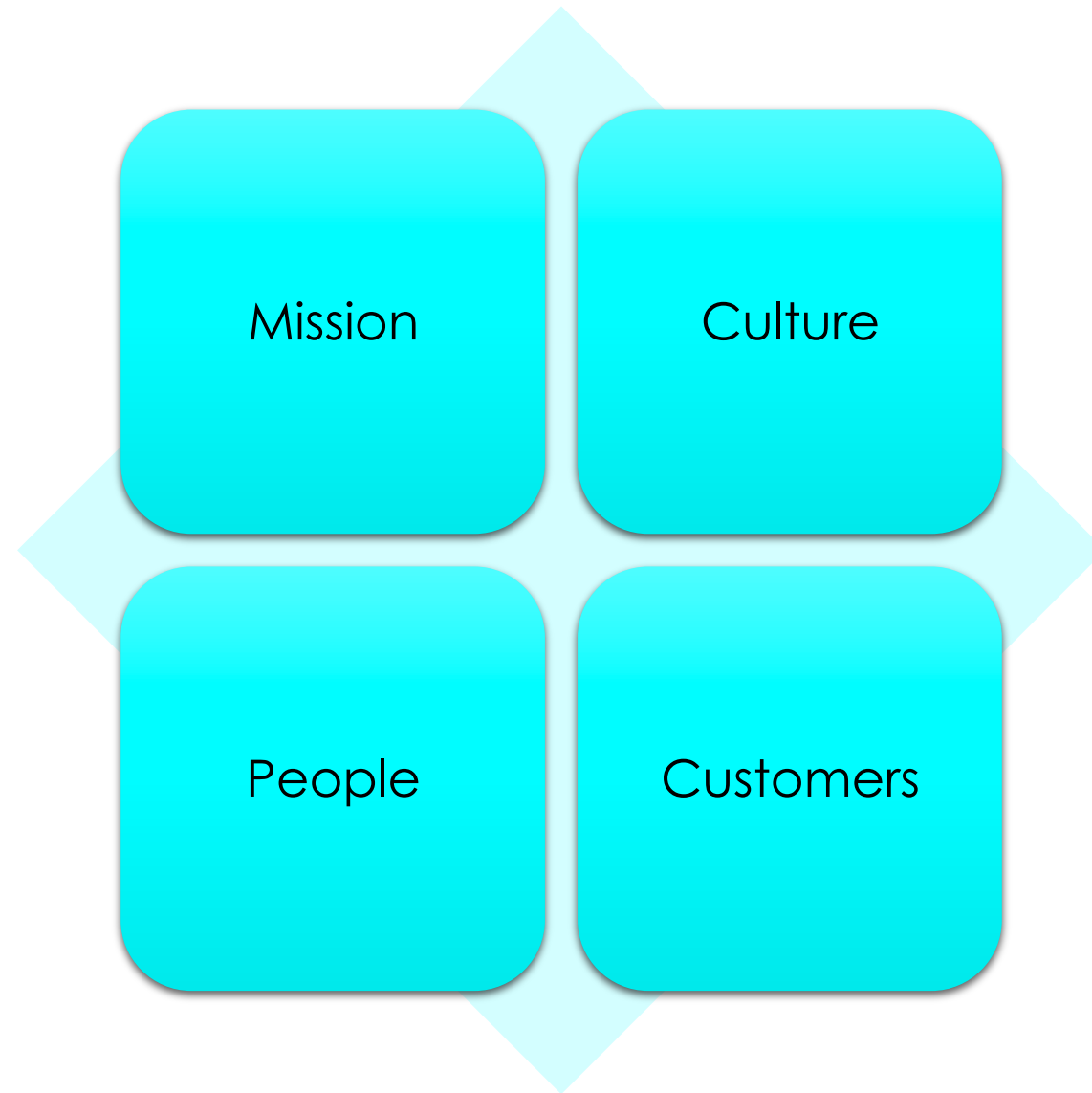


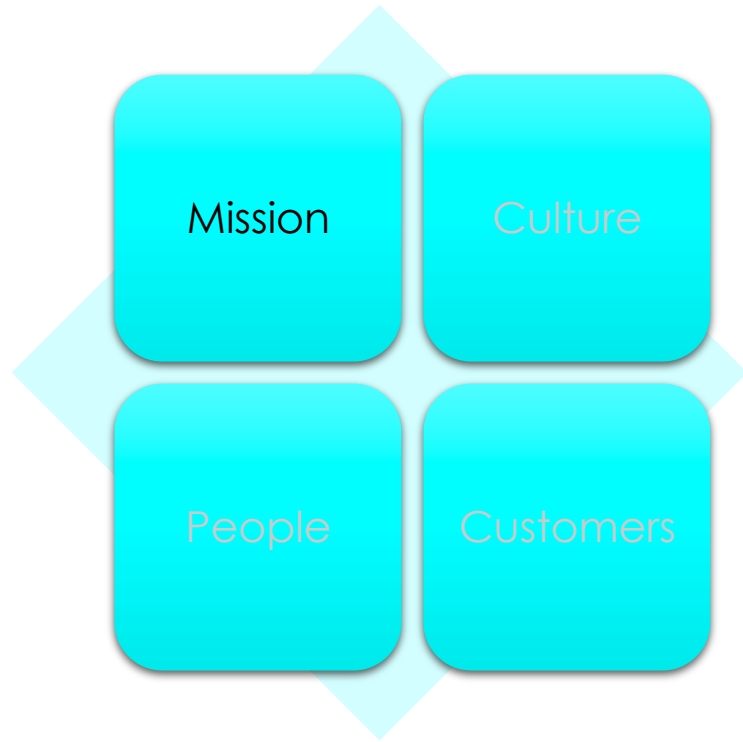
But there is still a long way to go

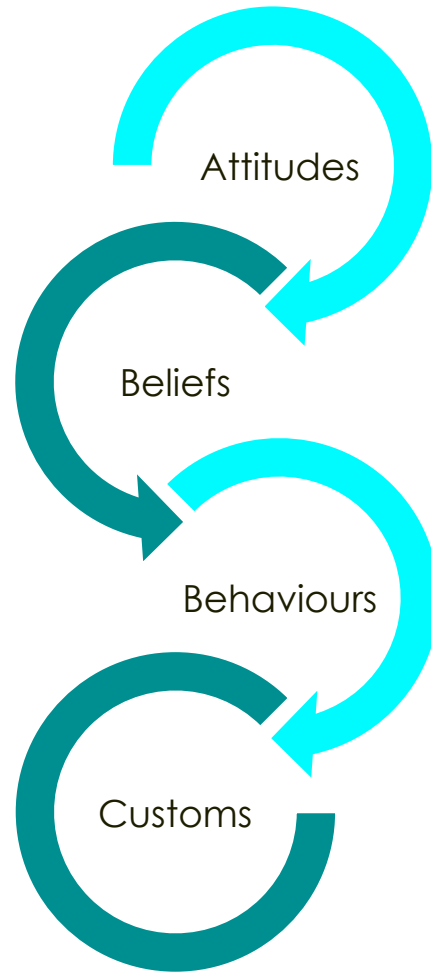
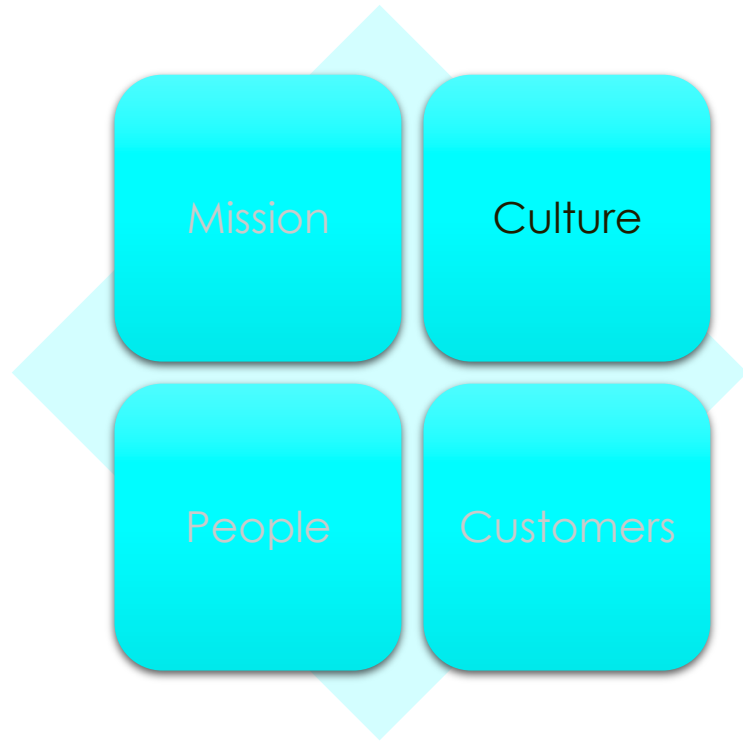
Many companies pay lip service to CX, yet probably don't recognize that truth.

- 13% rate CX as ≥ 9 out of 10
- 36% don't have a CXO or equivalent role
- Only 14% of marketers believe that customer-centricity is a hallmark of their companies.
- Functional silos and lack of culture alignment are the top 2 reasons preventing customer centric culture.









- Happy cultures produce happy customers.
- What gets measured gets done.
- Hypercompetitive company cultures rarely put customers first.
- Employees who feel empowered take charge and solve problems.
- Employees who worry about job security protect themselves first.

Link Between Employee Sat & Customer Sat is well understood

Studies show happy & engaged employees produce higher levels of customer satisfaction.

- [Glassdoor study](#)
- [United Airlines](#)



In Conclusion

- If we get this right there will be positive business impact.
- It starts with the company mission & leadership must set the tone
- Culture = People

