



Customer Centricity Masterclass

Thursday 9th February 2017

Market Leaders need a Customer Centric Approach

Our world continues to change at pace, and the advent of rapid technological developments provides information at the swipe of a finger. Our customers have two sources of power - their buying power and power driven by knowledge.

Customers expect to get what they want from us, and for us to deal with their problems - Quickly!

We must build and sustain competitive advantage - through a customer-centric approach to our business models

The Customer Centric Masterclass will start that journey for you.

Learning Outcomes

- **Defining your customer-centric approach** for your business and providing a simplified integrated business model for your aspirations
- **Turn a model into reality** with a step by step approach based upon a real life business case
- **Share insights from a variety of market leaders** to prepare you for the challenges of making it happen

Benefits

- **Best practice research** and world leading approach to customer centricity
- **Practical and insightful strategic development** to customer centric implementation
- **Comprehensive reference material** complete with concepts, innovation and case studies
- **Building the link** between customer, strategy, risk, sustainability and financial performance

Table Opportunities:

Team Table of 8: £1,500 (£187 per ticket)

Team Table of 4: £800 (£200 per ticket)

Individual Tickets: £250

All prices exclude VAT

For more information, please contact us:

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