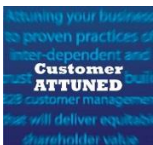


# Customer Centricity Masterclass

“Customer Centricity is the eco-system and operating model that enables an organisation to design and deliver a unique and distinctive customer experience”

Doug Leather



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## Introduction

The world is undergoing rapid transformation in the economic, political, social and technological arenas.

In this tide of change and upheaval, customers are stepping into their power and making ever-increasing demands of business.

We would assert that building sustainable competitive advantage requires you to review your business models to ensure that the customer is central to its design.

This Masterclass will focus your team and stakeholders on what “customer centricity” means in B2B and how to put the customer more at the heart of what you do.

## Learning Outcomes

The programme will help your team gain:

- A deep understanding of what customer-centricity really is and why it is mission-critical for any organisation wanting to deliver sustainable and superior business performance
- A holistic view of the inherent complexity of customer-centricity and the business model required for an integrated, systems-thinking approach to overcome this complexity
- Insight into the opportunities and challenges in implementing customer-centricity within your organisation and the capabilities that support and hinder the transformation required

## The Modules

There are 8 modules in the Masterclass, each including case studies, discussion and workshop exercises:

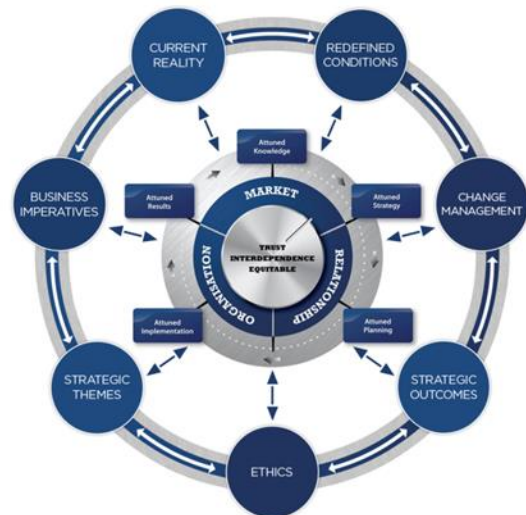
### Building and Leading the 21<sup>st</sup> Century Organisation

How can we learn and implement faster in this new environment? How do we get beyond product centric thinking?

- The 21<sup>st</sup> century organisation
- Defining customer-centricity
- “Outside-in” as a critical business philosophy

## The Customer-Centric Organisational Blueprint® (CCOB)

This module covers the vital importance of taking a systemic approach to customer management, which requires a framework to practically connect strategic objectives to the delivery of sustainable business performance.



It includes:

- Systems-thinking in the context of customer-centricity
- Bridging between business siloes
- Components of the CCOB

The next three modules refer to the “12 Golden Threads” of B2B customer management, a copy of which is given to each participant.



### Markets Layer of the CCOB

This module covers how customer centric B2B organisations go to market:

- Target Markets and Sectors
- Brand and Proposition
- Category Management
- Channel Management

## Customer Layer of the CCOB

What's best practice in acquisition and retention?

- Hunting New Business
- Negotiating and Selling
- Relationship and Value Building (Farming)
- Key Account Management

## Organisation Layer of the CCOB

How should we organise for success?

- Organisational Design
- People and Competencies
- Ways of Working
- Information and Technology



## Customer-Centric Strategy

- The customer in your board room and in your corporate strategy
- The Chief Customer Officer (CCO) role
- Defining customer-centricity in your organisation

## The Transformational Journey

- Transformational journey stages
- The principles of customer equity
- Business case approach

## Final Discussion & Debate

Summarisation of insights, and discussion of "aha" moments from the day.



## Programme leader

The masterclass will be led by a Customer Attuned director, or by our South African Partner Doug Leather (2 day version only), with whom we co-created the programme.



Doug is an expert in customer-centricity, internationally known as a customer evangelist with multi-industry insights.

The Customer Attuned Programme Leaders and Facilitators are:

- Peter Lavers
- Mark Hollyoake
- Alan Thompson
- Ellie Luk
- Ben Tresham
- Prof. Merlin Stone
- Bob Watts

Please see [www.customerattuned.com](http://www.customerattuned.com) for our biographies.

## Cost & Timings

The masterclass is designed to be delivered in-house over 2 days for up to 10 delegates. Shorter sessions are also available.

The costs are:

- Full two day masterclass: £9,000 + VAT
- One day intensive session: £5,000 + VAT
- Half-day introduction to the principles of customer centricity: £2,500 + VAT

The costs quoted exclude travel & accommodation outside London and venue hire if an off-site location is required.

Larger audiences can be accommodated at additional cost, deploying facilitators from the Customer Attuned team (as above) - please ask!

## What Participants Have Said They Liked

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*Thank you for an enjoyable and mentally stimulating day*

*Great content - thought provoking stimulating debate*

*Flow & content, Q+A Forum, Relaxed & Informative, Interaction, Learning from others*

*12 Golden Threads + workbook  
Amount of time given to debate of issues*

*Time out of the office with key colleagues to think*

*Well-paced sessions, interactive*

*It stirred questions on how we can do things better*

*Discussion & Group breakouts - key to keep attention and ensure relevance*

*Informative and gave good advice for change*

*A lot of varied insight from a good variety of facilitators. The experience base was deep, allowing for cross pollination*

*Well organised, useful info with relevant discussion gaps to consider how it relates to my own company*

*Most enjoyable - has given me food for thought*

*Doug Leather brought strong, engaging, multi sector examples. This gave solid authenticity*

*Fantastic masterclass, great learning*



## About Customer Attuned

Customer Attuned is run by a team of customer management experts with strong experience in the development of innovative customer-driven change in the B2B sector. We passionately believe that the principles that form the basis for successful B2B client relationships are:

### TRUST, INTERDEPENDENCE, EQUITABILITY

We help you to:

- Become more customer centric
- Understand, manage and improve the quality of your customer relationships
- Make your sales, distribution and communication channels (physical and digital) work smarter
- Attract, manage, motivate, develop and keep your people

## About REAP Consulting

REAP Consulting is a business advisory firm based in South Africa that specialises in improving business performance by focusing primarily on the strategic value of customers. Through the use of leading proprietary methodologies and tools, and innovative thinking, we facilitate and support value based transformation and competitive differentiation.