

# TWO PAGE CUSTOMER CENTRICTY GUIDE

"SHAPE THE FUTURE RESULTS YOU WANT TO  
CREATE WITH YOUR CUSTOMERS BY STARTING  
WITH A CUSTOMER CENTRIC STRATEGY..."

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# CUSTOMER CENTRICITY

TWO PAGE STRATEGY TEMPLATE

## SETTING THE SCENE FOR CENTRICITY

### "Shape the future results you want with your customers by starting with a customer centric strategy..."

Even great companies fall prey to the assumption that they're customer focused. Only to be surprised when markets respond unfavourably, internal departments seem more disconnected and long term profitable customers leave.

It is the responsibility of leadership to create an environment where both your people and customers can work powerfully together. In pursuing this you create the platform for accelerated growth and market resilience.

**Centricity invites your people into a bigger view of their role and demonstrates to your customers you have their best interests....**

You cannot engineer consistent connection and higher returns meaningfully with your customers without the right organisational DISCIPLINES. There are six you must integrate.

**Watch the presentation** 

This document focuses on one of the disciplines that is often overlooked and undervalued. That is the '**discipline of client vision**'.

This one starting point will shape the way you will communicate everything about your customer in your business. It answers the question. *Who are we trying to become?* through a shared vision.

#### **Consider examples like Starbucks**

"To inspire and nurture the human spirit – one person, one cup, and one neighbourhood at a time." - Everything they then do is inspired to support this across their customer interactions.

This is not a one and done process but it should serve to be a long term strategic objective. Answering the questions over the next two pages will help you and your leadership team in this.



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## YOUR STRATEGY TEMPLATE - 90 MIN BRAINSTORM

**IMPORTANT:** This exercise is not the finished process. It is designed to get you as a leadership team and business to consider centricity as an integrated part of your business operations. Each of the sections you review add a new component and thinking element that adds to this. At the end you'll have the foundation for conversations to validate your ideas.

### VISION

#### Who do we want to become to our customers?

This refers to setting a vision that speaks to how you want your clients to relate, refer and partner with you. Consider what the picture of your business and theirs would be like if they were fully bought in to partner with you. E.g. *We want to become a global connector and referrer to our customers, where each customer is treated as a partner in our business.*

Note: brainstorm words, phrases and expectant outcomes of the reputation and relationship you'd like your company and customers to have

### MISSION

#### What is the impact we want to make today?

This refers to the current reality of the relationship, service and results your customers experience today. What is it you're asking your people to show up and pursue with and for your clients with passion and purpose every day. E.g. *Care for every contact*

Note: Considering the words, phrases and outcomes you described in your vision. Document your interpretation of what you believe the daily focus could be. There is no right or wrong answer here. The goal is exploration before implementation.

### CURRENT CAPABILITIES

#### What current capabilities do we have as a business that are highly valued and sought after by our customers?

Consider the areas in your business your customers rave about the most. Do you know what that is and what connected value and impact your customers relate this to? *write this down.* This could be an area you include that becomes a key differentiator with your customers and part of your guiding vision/mission.

### FUTURE CAPABILITIES

#### What high value capabilities do we need to develop or adopt that would benefit us and our customers long term objectives and partnership?

Consider what you understand about your customers and markets you serve today. What do the trends say? what have your customers shared and ranked as most critical and why? consider all of this in your initial brainstorm. Write down what you believe this to be. Validation comes later.



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## CRAFT YOUR DRAFT CUSTOMER VISION STATEMENT

The goal here is not to find the perfect words it is to capture the sentiment of the relationship and outcomes you want to see experienced with your customers. This is a first draft for further discussion. Don't worry about word count. Consider all the new perspectives and insights you have from the first exercise and explore potential statements. An example is shared below. Notice first sentence is vision, mission and second reflects capabilities.

### Example:

'We want to become a recognised global connector of partners to our customers who are known for care of every contact. We want to continue to bring creativity our clients love and become a place where our clients can seek best in class tools and technologies that support their administrative needs.'

The statement you create above will eventually become a live communicated resource to your entire business. In advance it is important we begin thinking about two important factors that will ensure any vision is lived out and realised. They are accountability and support.

## ACCOUNTABILITY

**What will be the 1-3 most important customer measures we track as a business to ensure we demonstrate it's importance?**

Note: this will become a sample of what your organisational centricity KPI (key performance indicators) could be

## SUPPORT

**In what ways can we support all our employees in pursuing customer-led outcomes?**

Note: recognising support is critical. You cannot hope to move qualitative action with the right level of support and resource. Consider what you have that you can leverage or additional resources you can access.



# CUSTOMER CENTRICITY IS A KEY BUSINESS GROWTH DRIVER

"CUSTOMER-CENTRIC COMPANIES ARE 60%  
MORE PROFITABLE THAN COMPANIES THAT  
DON'T FOCUS ON CUSTOMERS"

**RESEARCH BY ECONSULTANCY GROUP**

Want to know how you as a leadership team  
can implement the full 6 disciplines of  
customer centricity?

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