

Customer Centric Culture is Vital to Business Success

Assessing Where Your Organization is and Determining What Needs to be Done

Customer centricity drives business success. Organizations that create and sustain enterprise-wide customer centricity achieve optimal customer loyalty and engagement. They move beyond a typical siloed functional structure, with obstacles and roadblocks, to operate with customer-focused goal alignment and collaboration across the enterprise. Burke's Customer Centric Culture protocol enables organizations to quantify where they stand, and to prioritize improvement opportunities for becoming more customer centric.

*"When we are **fully engaged**, we connect with, laugh with, and uplift the lives of our customers - even if just for a few moments."*

- Starbucks

*"I make sure that the tone I set and the culture that I reinforce and push is something that will be perpetual and is **right for our members and our employees.**"*

- USAA, CEO Joe Robles



Why Customer Centric Culture Matters

It enables the enterprise to drive consistency across the organization in executing customer engagement and loyalty.

We know that for business success:

- It starts with strong and effective leadership.
- Leadership strategy and behavior determine culture.
- Culture either supports and strengthens or detracts and weakens employee and customer engagement.
- Customer engagement and loyalty determine business outcomes.

What are the Characteristics of a truly Customer Centric Culture?

- Aligned goals
- Collaborative environment
- Reduced internal barriers
- Shared purpose in doing what's best for the customer



Reliable **Partners**. Smart **Solutions**. Trusted **Results**.

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Implementing a Customer Centric Culture

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What Drives Customer Centricity?

- Customer culture, and its drivers, can now be measured.
- Burke research has identified six (6) essential dimensions of a customer centric culture as shown on the left.

Why Burke?

Our approach:

- Is based on what drives **Business Success**
- Focuses on **Integrating** and **Synthesizing** information important to employees, customers, and your business
- Includes a **Gap Analysis** that identifies supports and obstacles within your organization.

Primary Benefits to Measuring Customer Centricity:

- To identify strengths and weaknesses within the organization
- To identify gaps among levels and functions
- To allow a comparison to an external normative database
- Prioritize key improvement opportunities for improving the culture
- To facilitate organizational change and gain / advance competitive advantage

Effective Customer Centricity helps organizations better align their culture, leverage their human capital and optimize workforce performance so customers keep receiving those great experiences that only highly engaged employees can deliver.



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