

The Customer Centric Model:

Making it Happen!

Differentiator



America's Most Convenient Bank®



WIIFM

- What's in it for me?
 - No competition
 - Nothing to differentiate me
 - No incentive
 - Why bother?

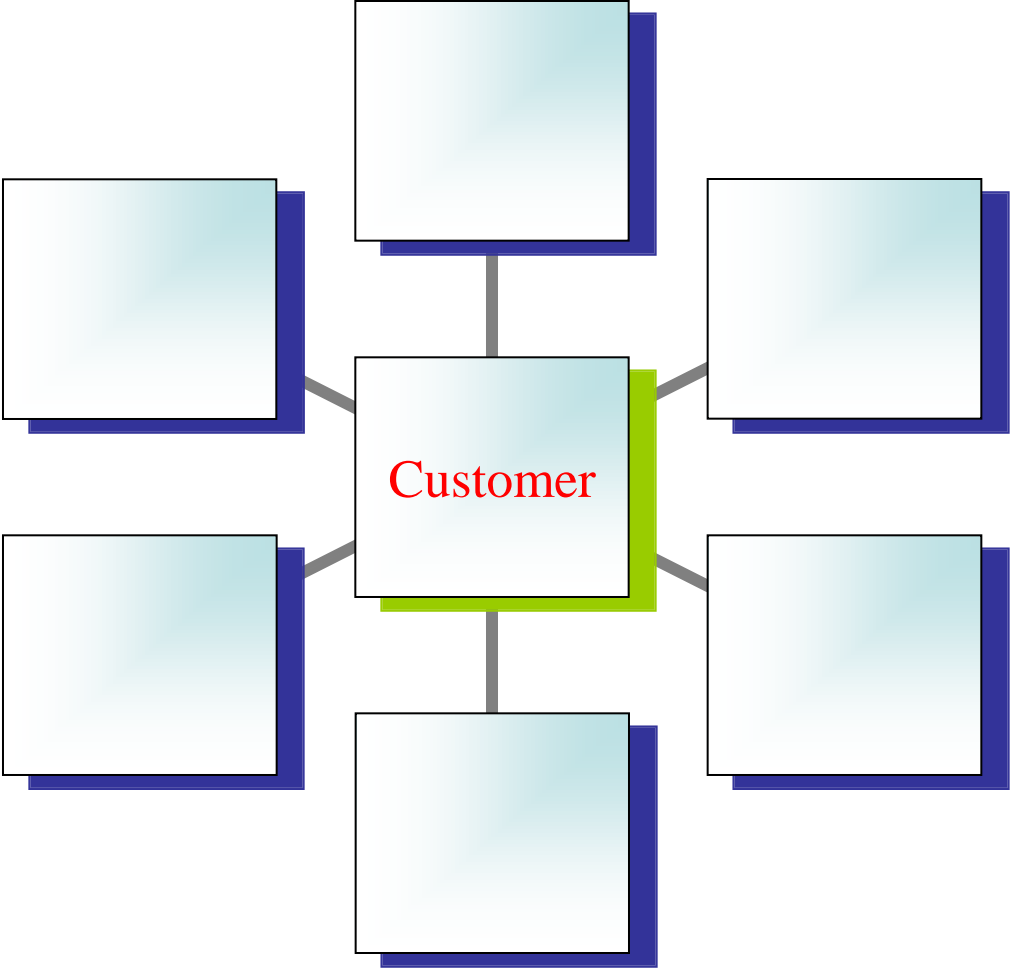


HE+EE=Higher Satisfaction

Higher Satisfaction = Stronger Loyalty, Happier Environment, and Higher Productivity

Happy Employees = Happy Customers

Make the experience great for your employees and the customers will benefit



Customer Centric Model

You start with customers; not products (or policy/regulation). You focus on what those customers want to do, If you design an organization from the customer's prospective, your organization will remain nimble and focused on customer's changing needs and market conditions.

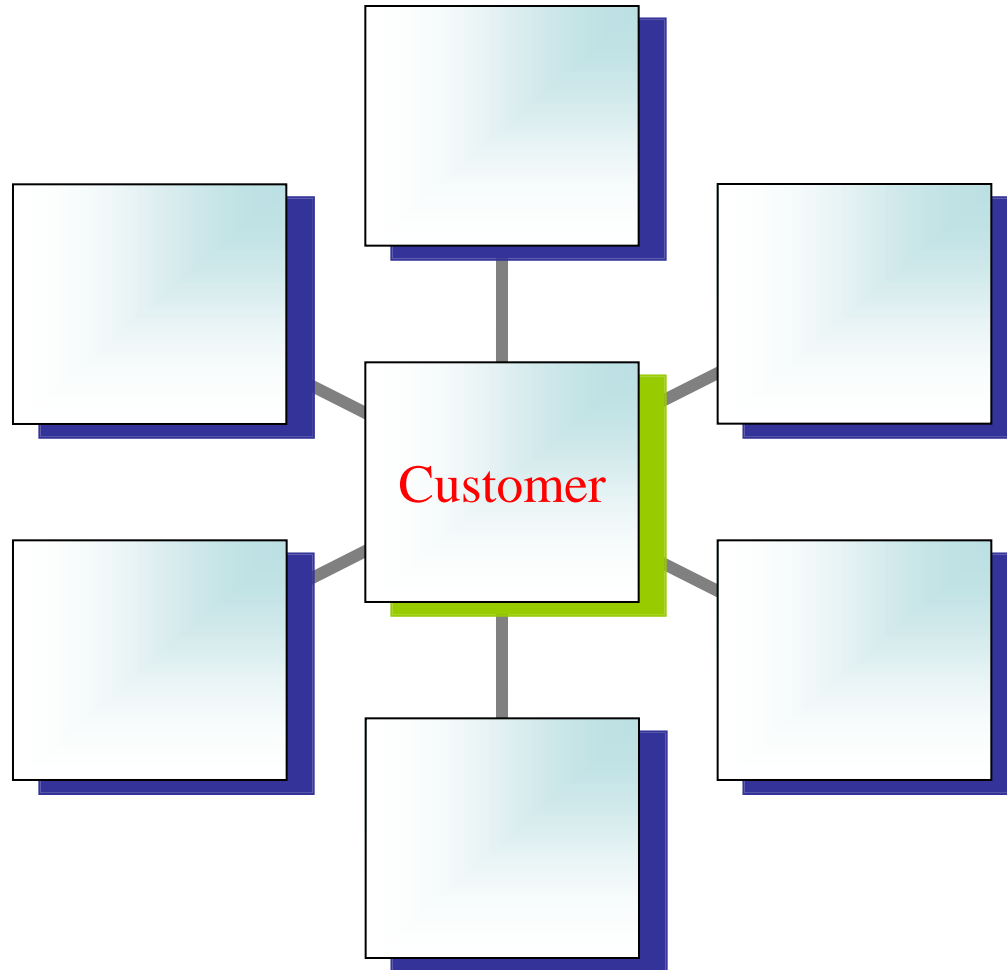
Customer Centric Model

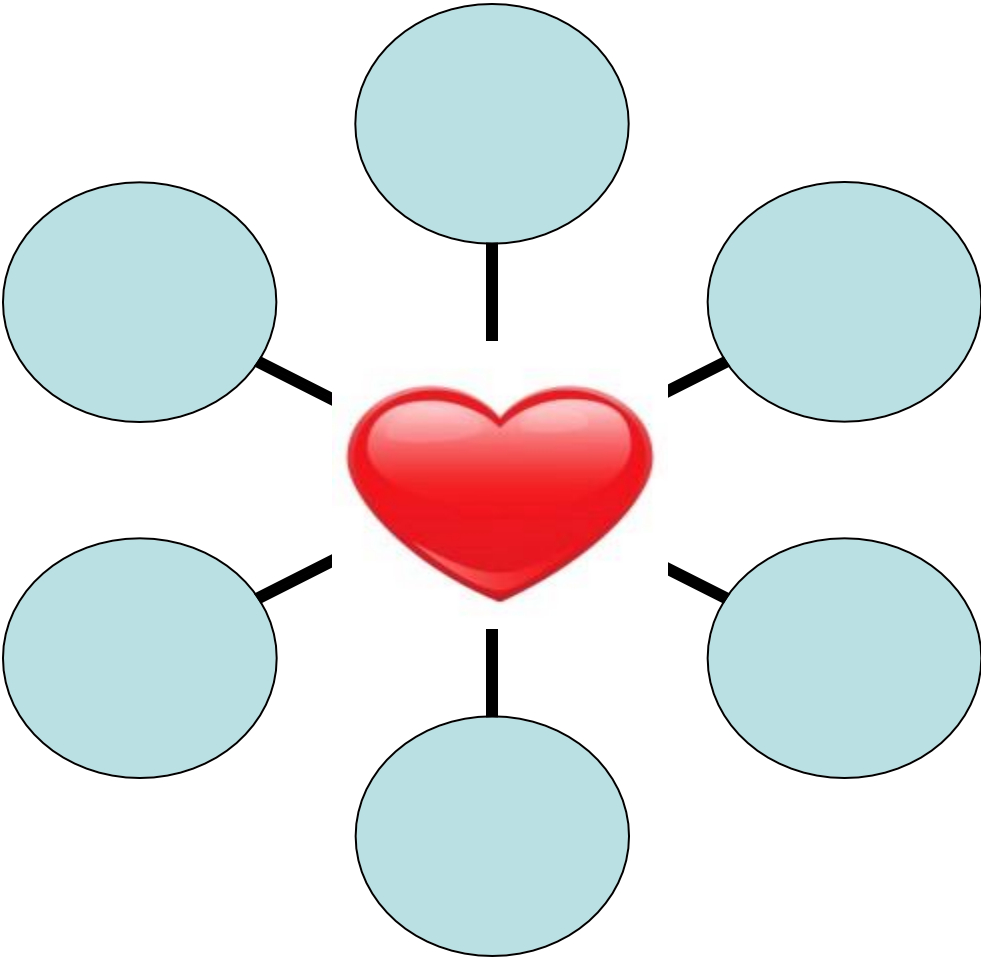
How well does your business (or non-profit, or government organization) commit to customer success, engage with customers, recognize the customer across all lines of business, design processes from the customer's POV, and measure what matters most to the customer?

Customer Centric Model

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Customer Centric Model





Without a *Heart*, it's just another machine!



What organizations have  ?



THE RITZ-CARLTON®

“Ladies and gentlemen serving ladies and gentlemen.”



“Have it your way”



“Think different”

Who are your customers?

- Internal....External.....Buyers...Sellers....???????

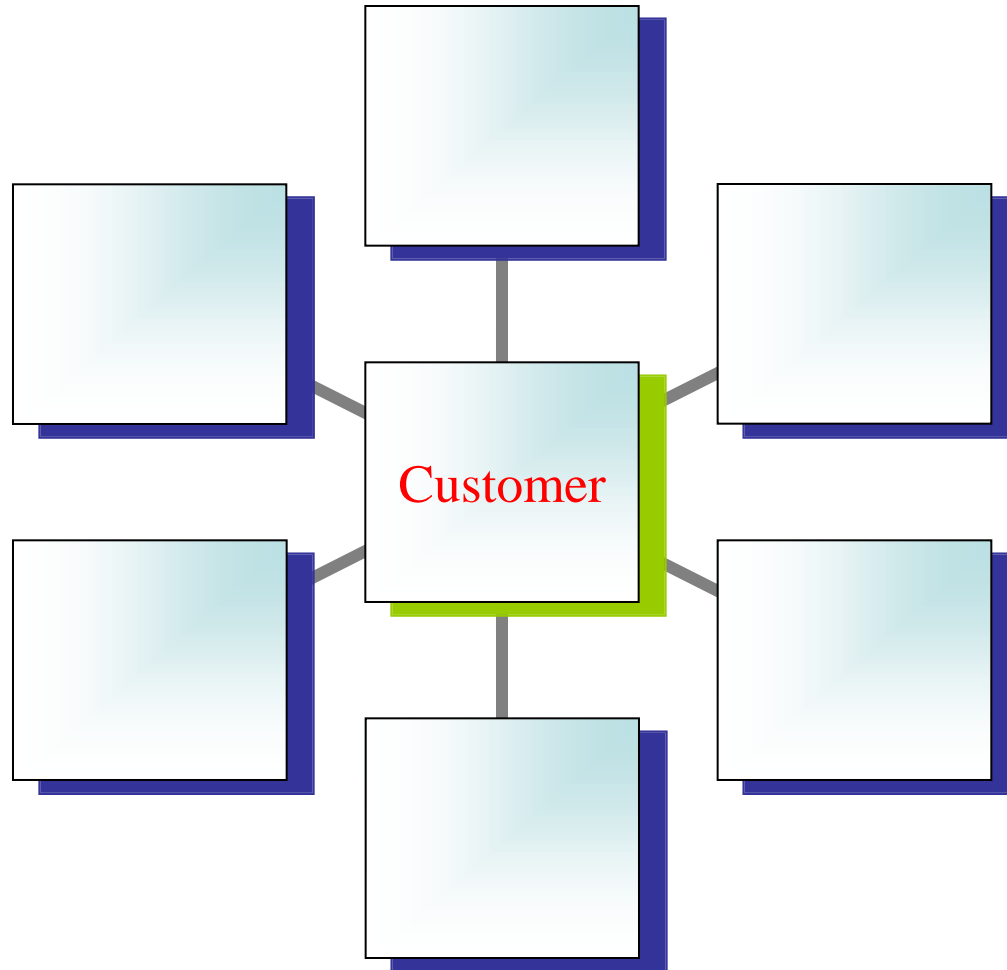


Who is the customer?

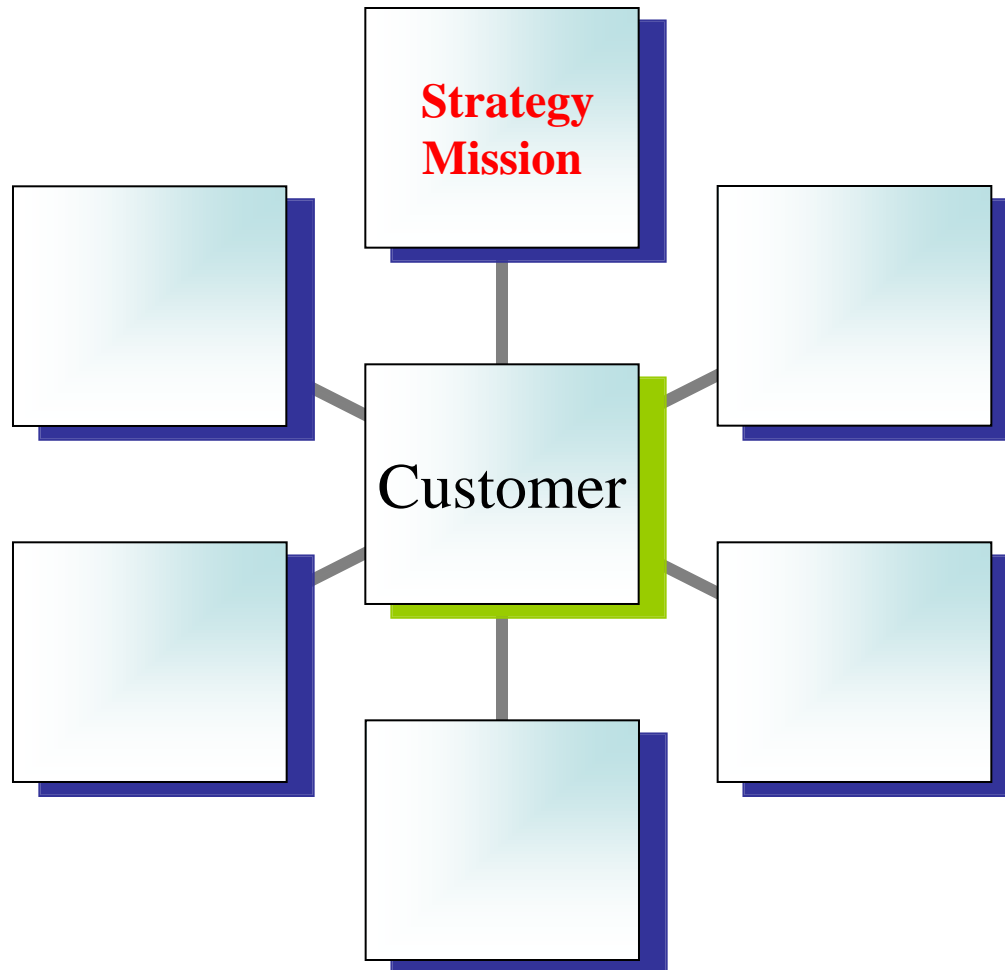


Donors or Patients with cancer?

Customer Centric Model



Strategy/Mission

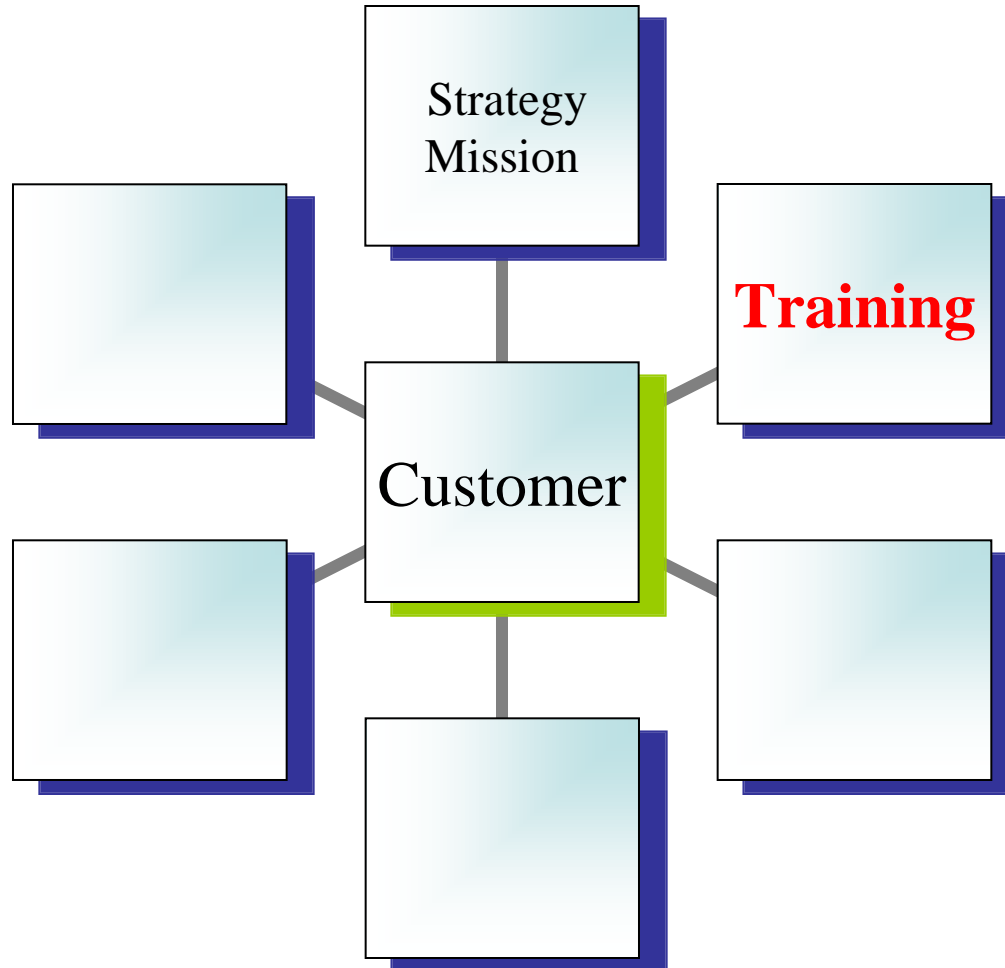


- If we are looking to add a heart to the model,

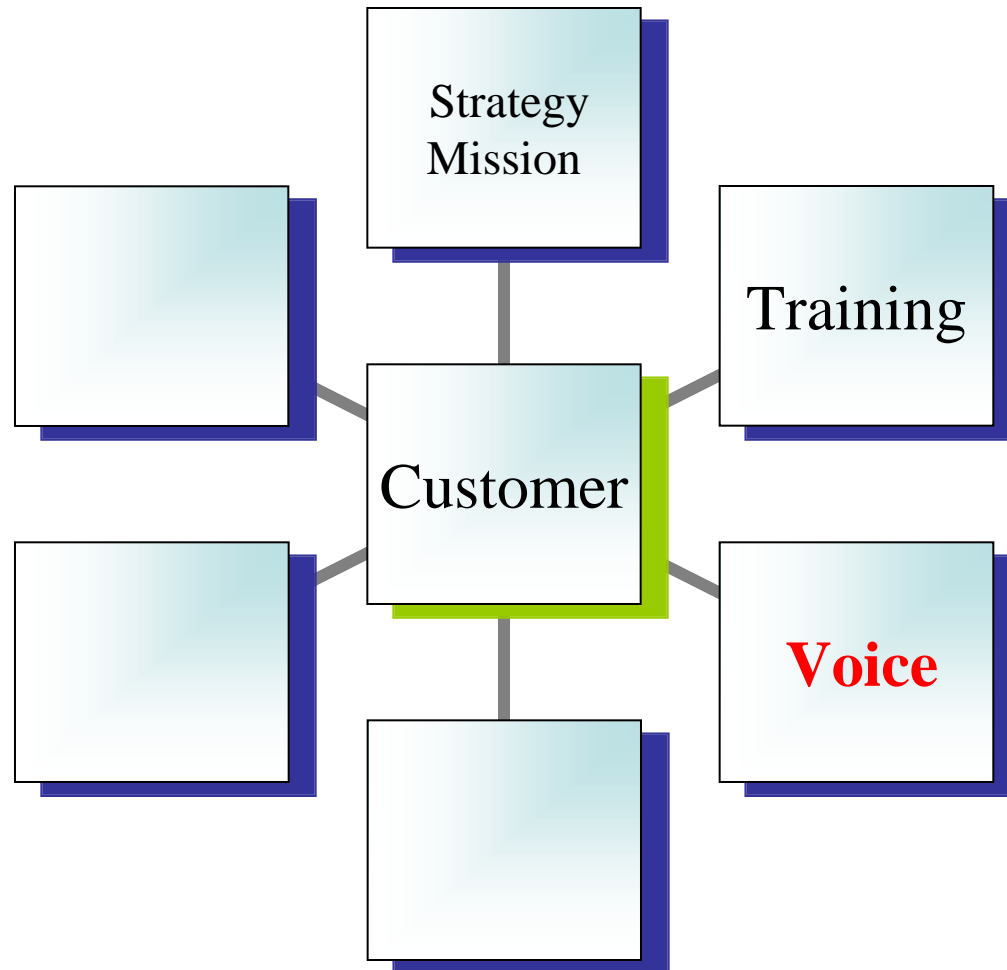


then your Strategy/Mission is the pulse.....

Training



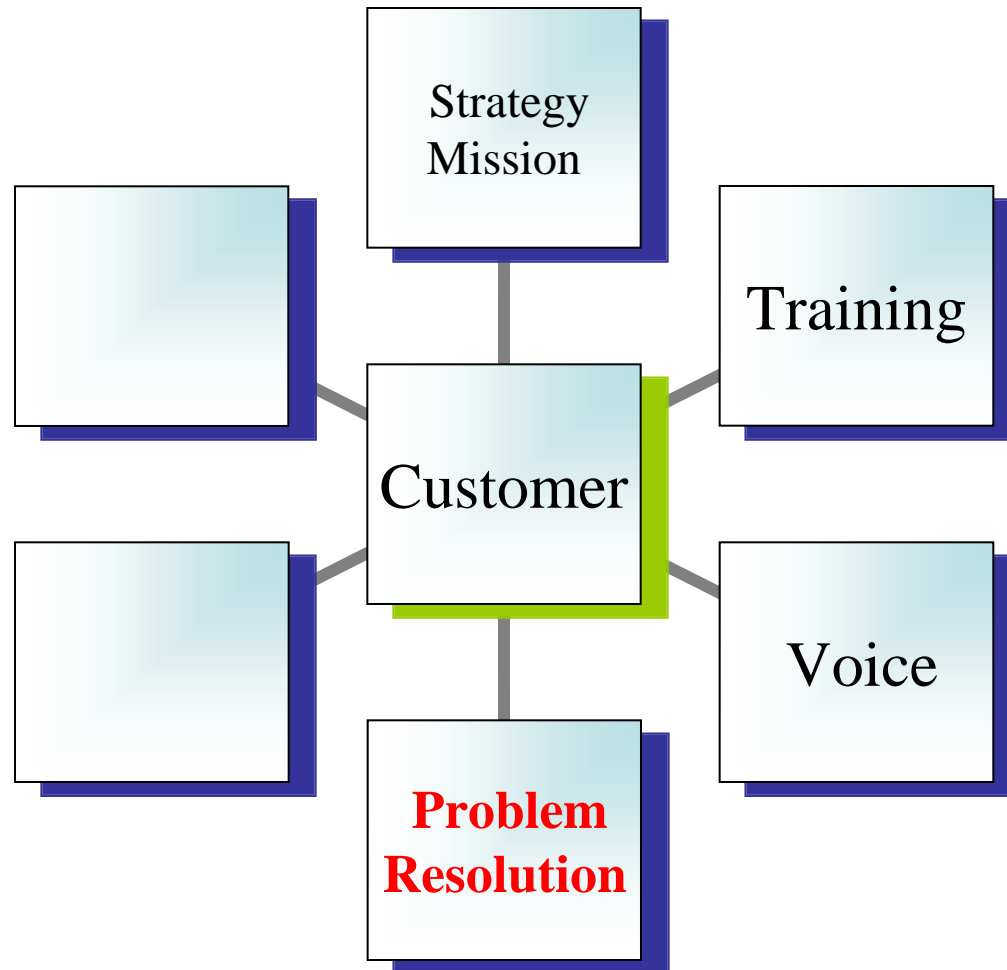
The Voice of the Customer





Live and unfiltered

Problem Resolution





To err is human,
to recover is divine!



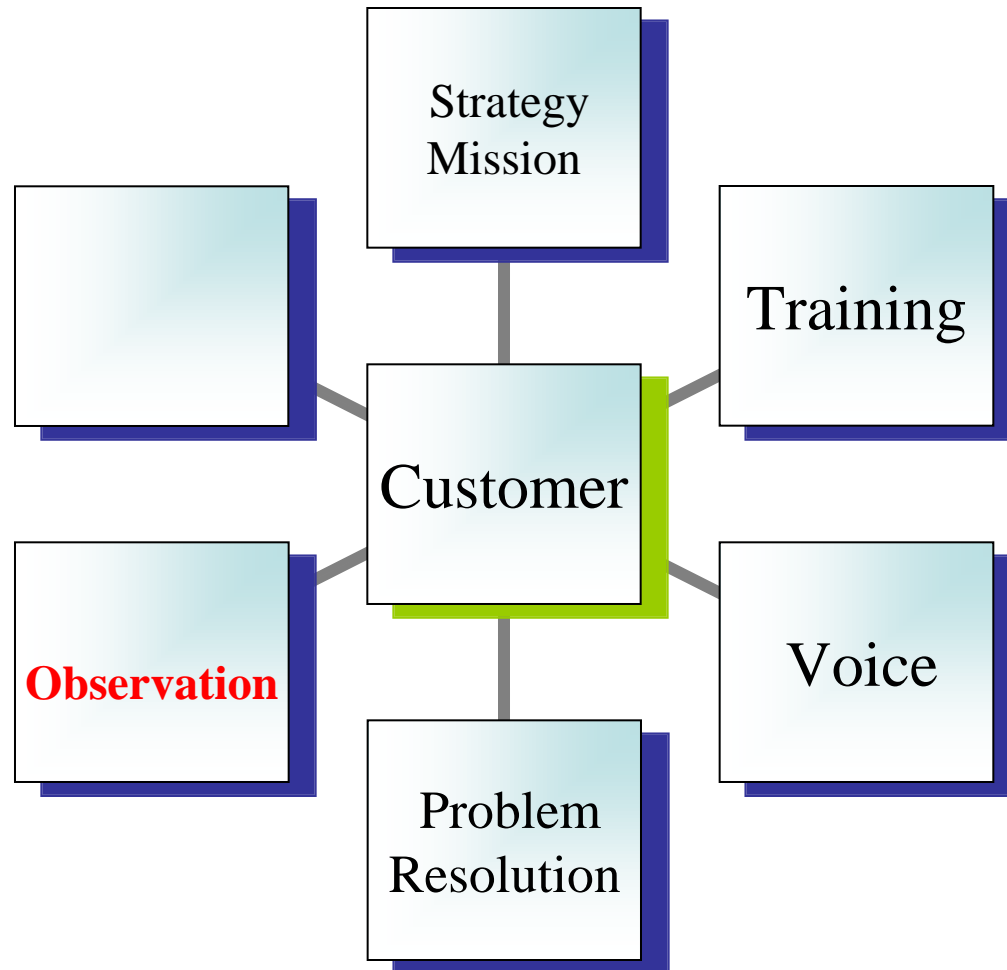
How do you balance?

Customer

Policy



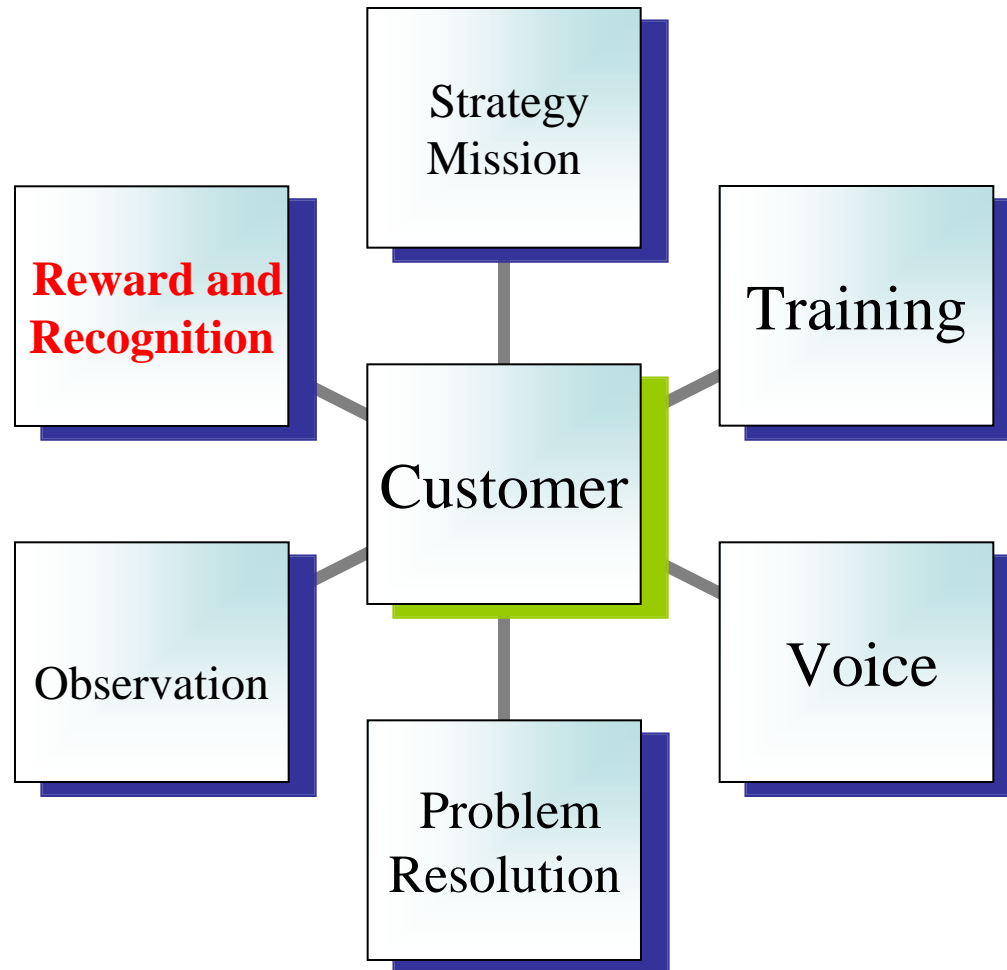
Observation



Dabo and the HBC

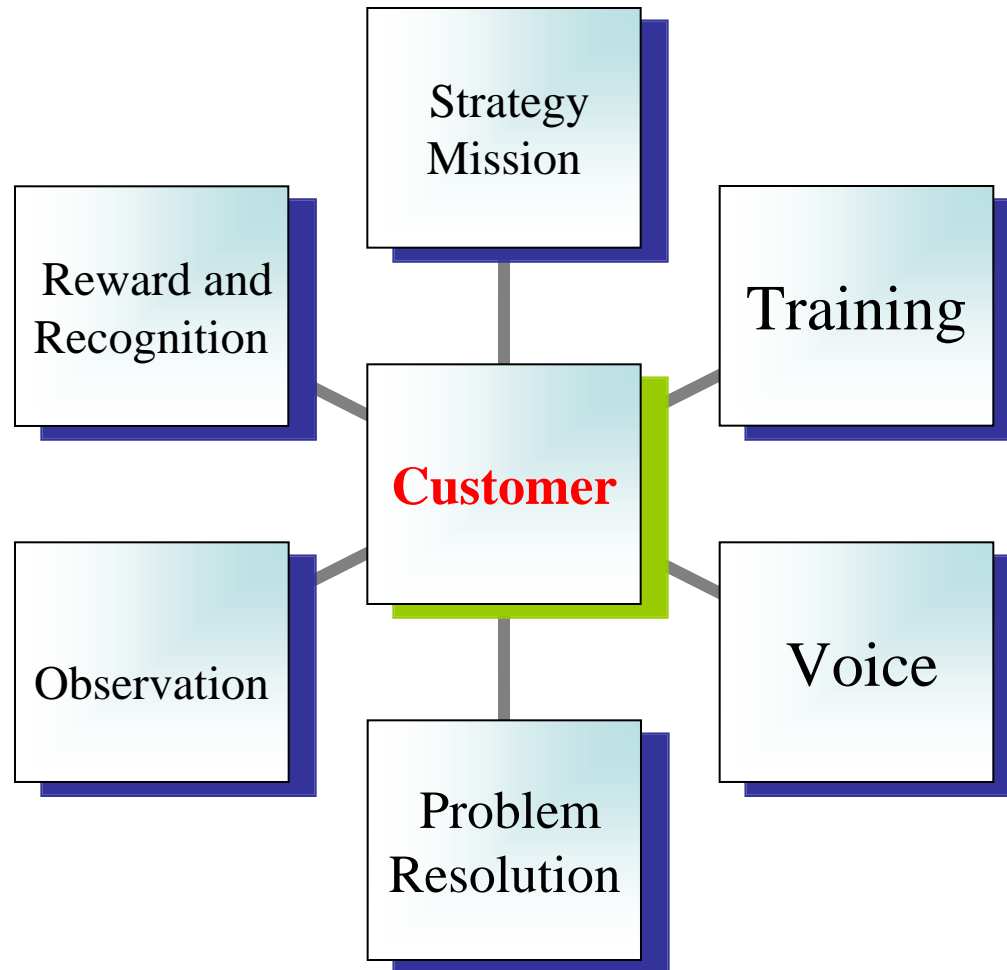


Reward and Recognition





Customer Centric Model



TD Bank, 2013 Winner



CCM with a Heartbeat

