



# 10 Steps to Creating and Sustaining a Customer Centric Culture

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- A link to the session recording and a PDF of the slide deck will be sent to all registrants afterwards
- To submit questions, use the Question Panel of the GoToWebinar console
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# ABOUT SERVICE STRATEGIES

- A global *Service Improvement Company* focused on the technology services marketplace.
- Offerings include consulting, training, standards.
- Standards and certification programs for:
  - Professional Services Organizations
  - Technical Support Organizations
  - Field Service Organizations
  - E-Service
- Career development and training programs for professionals working in the service organization.



**I'M GOING TO BORE  
YOU!**













**WHERE ARE YOU TODAY?**



# Creating and sustaining a customer centric organization

**Six Levels of Customer Experience Maturity**

# Level Zero

This describes a company that has little or no interest in **customer experience** and doesn't understand the benefits a CX program could bring to its business



# Level One

This describes a company that is interested in customer experience, but the **initiative** receives little funding or **internal support**



# Level Two

**This describes a company that is invested in customer experience. It funds the initiative and **formal programs** begin to emerge**



# Level Three

A company at this level is **fully committed** to customer experience. It understands that customer experience is **critical for business success**

and senior-level executives are actively involved



# Level Four

This level indicates an organization that is **actively engaged**.

Customer experience is a **core tenant** of the overall business strategy



# Level Five

Organizations at this level have achieved **true sophistication** in providing customer experience. It is **embedded** within the DNA of the organization





# Where are you today?

**What level is your company at today**

- **Level Zero**
- **Level One**
- **Level Two**
- **Level Three**
- **Level Four**
- **Level Five**





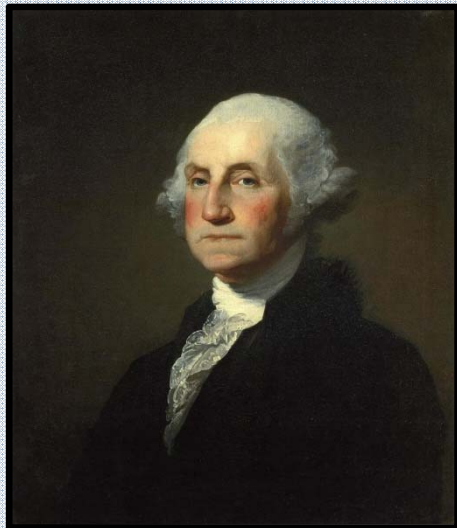
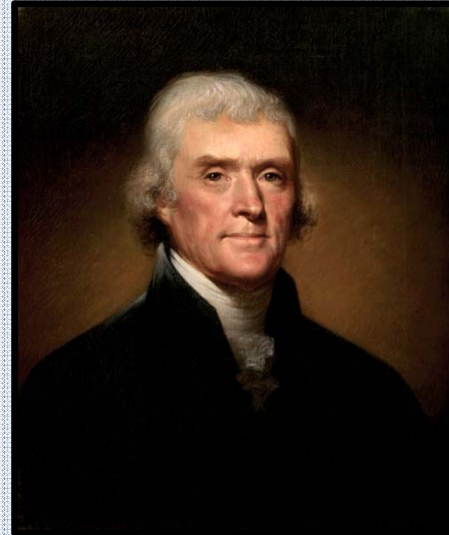
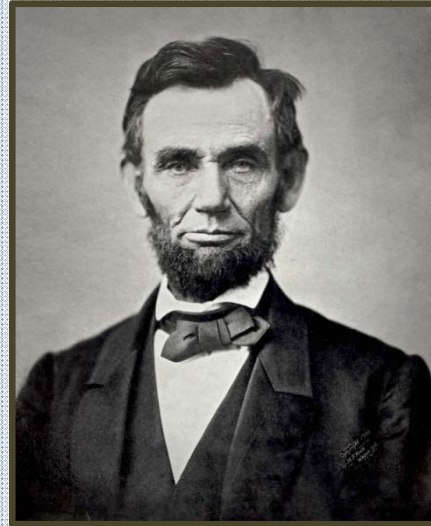
***“80% of customers who switch suppliers express satisfaction with their previous supplier. Satisfaction has become the price of entry, not the way to win.”*** Shaun Smith-Smith & Co.

# 10 Steps To Create A Customer Centric Culture

**Think Marathon Not Sprint**



# It All Starts With Leadership



# Creating A CX Vision



# Building A CX Team



# Finding Internal Evangelists



# The Importance of Cross Functional Buy-In





# Getting a Grip on CX Data

- Measuring
- Managing
- Making it actionable



# Different Types of Surveys

- **Transactional**
- **Relationship**
- **Employee**
- **Web Based or Telephone Based?**



# Make Sure You Are Measuring

- Satisfaction
- Loyalty (NPS)
- Customer Effort/Ease
- Importance



# Recognize and Reward Your Employees





# Market and Communicate

Value

Differentiation

Branding

# Build Company Values Around Customer Experience



# The Effect of Bad Service









**From 20 to 310,000,000  
and 900,000,000**



# THANKS

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