

Customer Centricity

The survey

Six levels of customer centricity maturity are described below.

Extended description of levels:

Level 1: Basic level of interest and awareness, but understanding of customer experience is weak

Level 2: Customer experience is seen as important and early buy-in is achieved

Level 3: Customer experience is seen as important and formalized programs are developed / implemented

Level 4: Customer experience is critical and leadership is actively involved

Level 5: Customer experience is one of the core tenets of strategy and integrated across all levels

Level 6: Customer experience is part of the DNA of the organization and maintained throughout

Please choose which level currently matches your organization best.

Please answer for your business in line with your role.

- Level 1: Unconvinced but interested
- Level 2: Getting involved and buy-in
- Level 3: Formalized and converted
- Level 4: Dedicated and reinventing
- Level 5: Entrenched and empowered
- Level 6: Engaged and sustained





The statements are formulated to assess the progress your organization has made in customer-centric transformation. Please indicate the degree to which you agree or disagree with each following statements.

Rate your organization on the following statements, using a scale of "1" to "5" where:

- 1 = Do not agree at all
- 5 = Completely agree

Once you have gone through all of the statements please tap the "next" button below the table.

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Our brand promises are well aligned with our customer experience capabilities, ensuring that we deliver what we promise

1	2	3	4	5
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1. Our brand promises are well aligned with our customer experience capabilities, ensuring that we deliver what we promise
2. Leadership consistently communicates the importance of positive customer experience to all employees
3. Our customers have sufficient access to leadership, which gives leadership a first-hand understanding of customer expectations
4. A top leader in our organization is responsible and accountable for customer experience strategy and implementation
5. We regularly review how shifts in customer experience and the business environment affect the customer experience we deliver
6. We have a documented strategy and roadmap of our customer centricity goals for the next 3-5 years
7. Leadership is aligned on a customer experience vision for our organization – our intended experience for customers
8. We are agile enough to react to the competition by quickly changing or updating our customer experience strategy
9. Leadership is accountable to key performance indicators that measure performance against customer-centric outcomes and objectives
10. We structure our organization and hire the right type of employees to ensure that customers have the best possible experience with us

11. We have best practices in place to ensure that exceptional customer experience is consistently delivered across divisions, business units, locations, products, and channels
12. Together, business units and customer support teams regularly discuss ways to improve the quality of our customer experience
13. We recruit and appoint employees who have the right competencies to ensure exceptional customer experience
14. We partner with suppliers and specialists across the value chain to ensure that we offer the best customer experience design and delivery model
15. We consistently ensure that all digital and physical touchpoints and channels used by customers deliver exceptional customer experience
16. Employees receive sufficient support from coworkers and other business units to deliver the best possible customer solutions
17. Our employees are empowered with the mandate, tools, and support to deliver exceptional customer experience
18. We offer employee development programs aimed at consistently improving customer experience
19. Employees are trained, mentored, and coached on our customer experience vision, strategy, and how to consistently deliver exceptional customer experience
20. We regularly circulate internal communications and conduct events to ensure that customer centricity is top of mind for all employees

21. Performance evaluation includes recognition (e.g., employee of the month) and rewards for behaviors that deliver and enable exceptional customer experience
22. We have a clear customer-centric strategy that's widely communicated
23. We regularly engage with our customers to better understand their future expectations
24. We have a framework in place that measures customer experience across strategic and operational levels
25. Our customer experience measurement framework uses a broad set of research and measurement techniques to understand what drives customer satisfaction and loyalty
26. We regularly use customer experience insights to review whether our value propositions are in line with our customer experience strategy and design
27. Our customer experience design process uses human-centered design principles to ensure the best customer experience
28. We carefully consider the potential impact of all customer experience design decisions on the experience customers have with us
29. Customer complaints and problems receive the highest priority in our organization
30. Customers receive quick, quality feedback on all their queries

31. Our business planning processes have an explicit customer value dimension that focuses on value segments (high, medium, low value customers)
32. We have a clear definition and understanding of current customer value
33. We consistently calculate current customer value using embedded value, customer lifetime value, or similar models
34. Our enterprise measurement framework makes it possible to link all customer measures to overall financial performance (return on investment, growth, retention, churn)
35. Our management information system tracks how long customers remain as customers