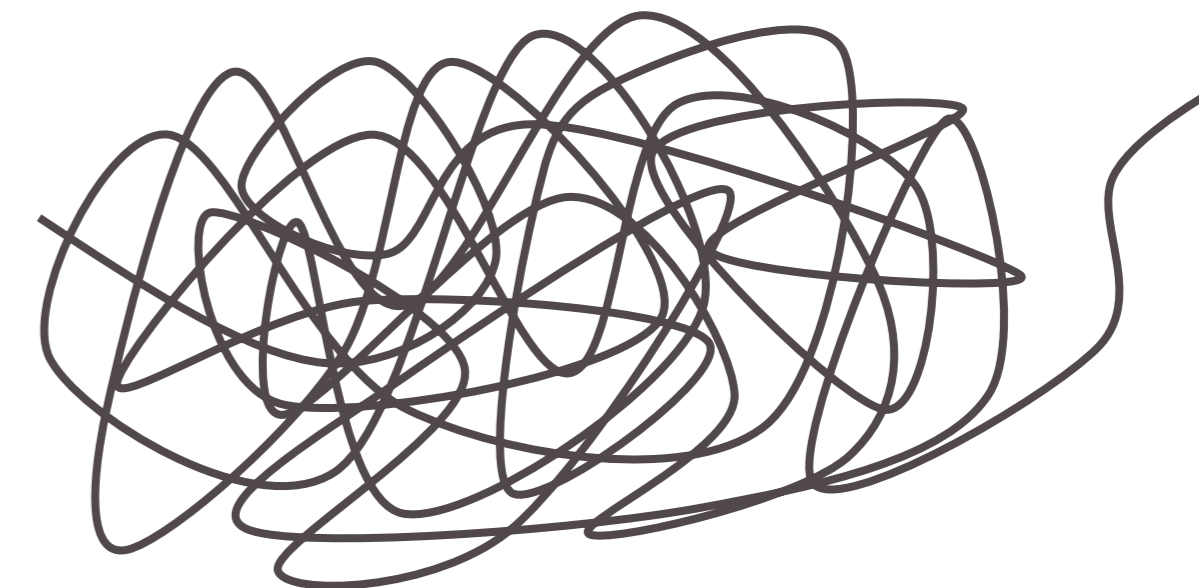
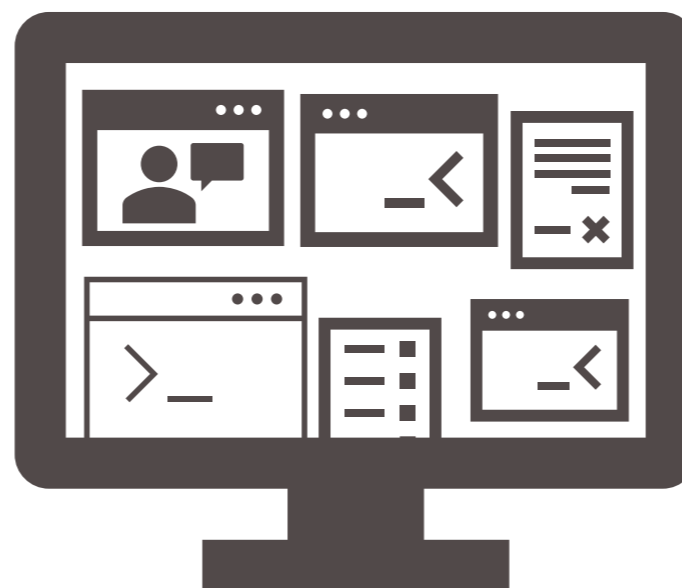
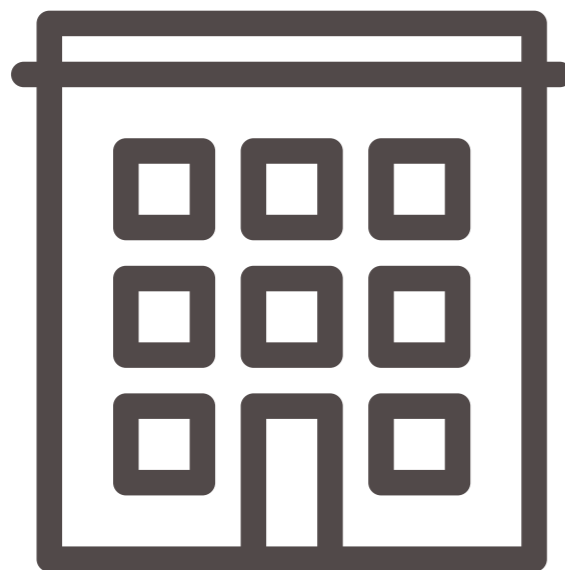


Customer Centricity Leadership

Made with passion by



CUSTOMER CENTRICITY LEADERSHIP
CENTERPIECE OF THE CUSTOMER'S EXPERIENCE



BJC | BJÖRCK CONSULTING
HELPING COMPANIES TO



TRULY UNDERSTAND
CUSTOMERS
BEHAVIOR AND NEEDS

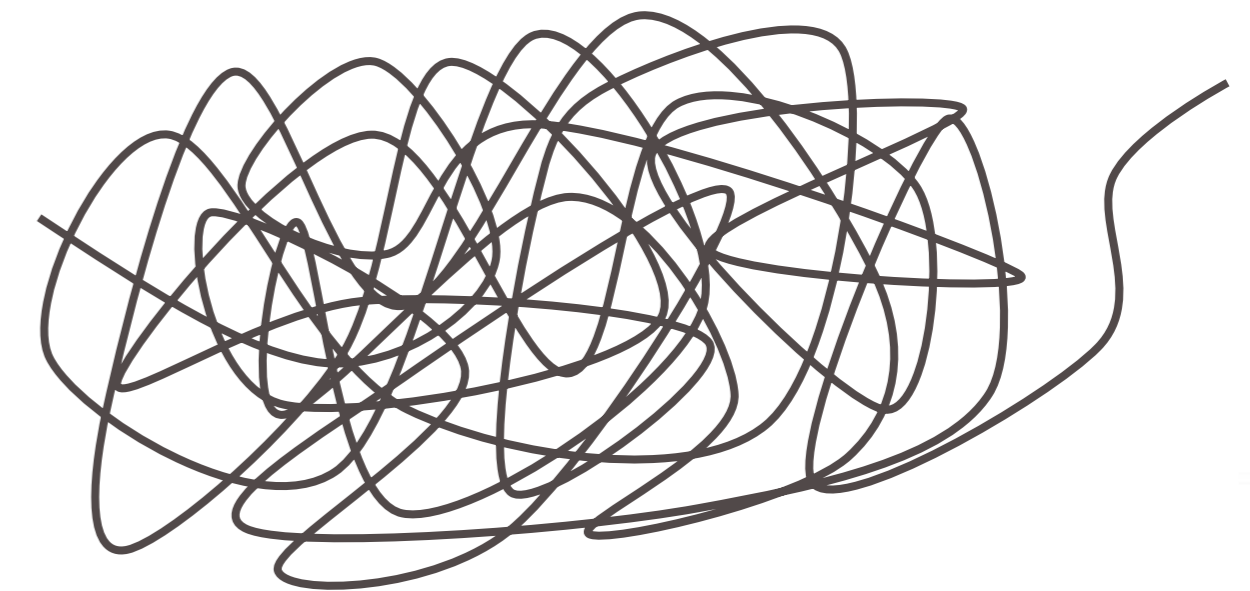
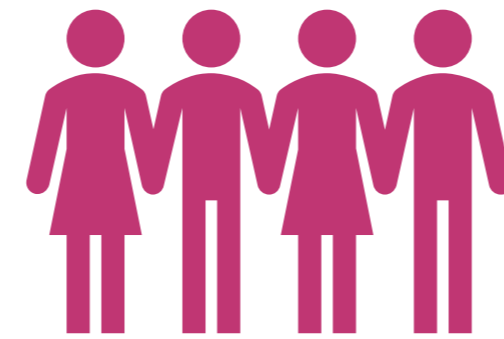
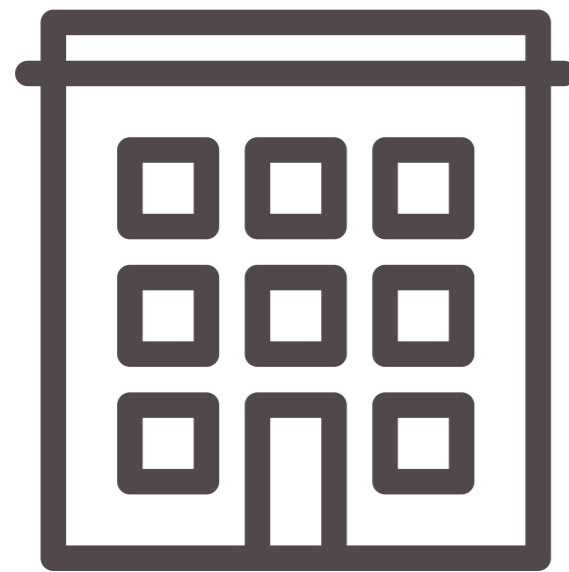


BE SUCCESSFUL WITH
EXPERIENCES
CUSTOMERS LOVE



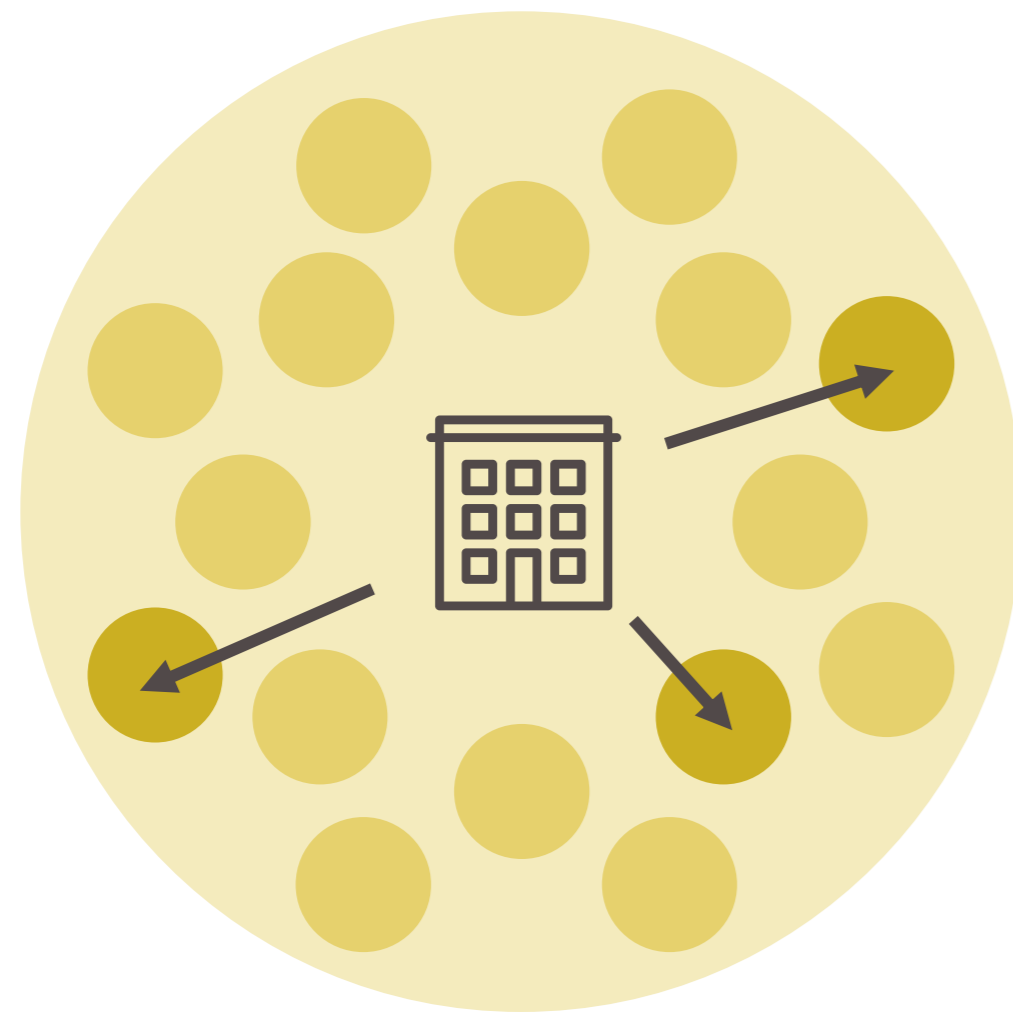
ALIGN THE ENTIRE
ORGANISATION TO BE
CUSTOMER CENTRIC

CUSTOMER CENTRICITY LEADERSHIP
CENTERPIECE OF THE CUSTOMER'S EXPERIENCE



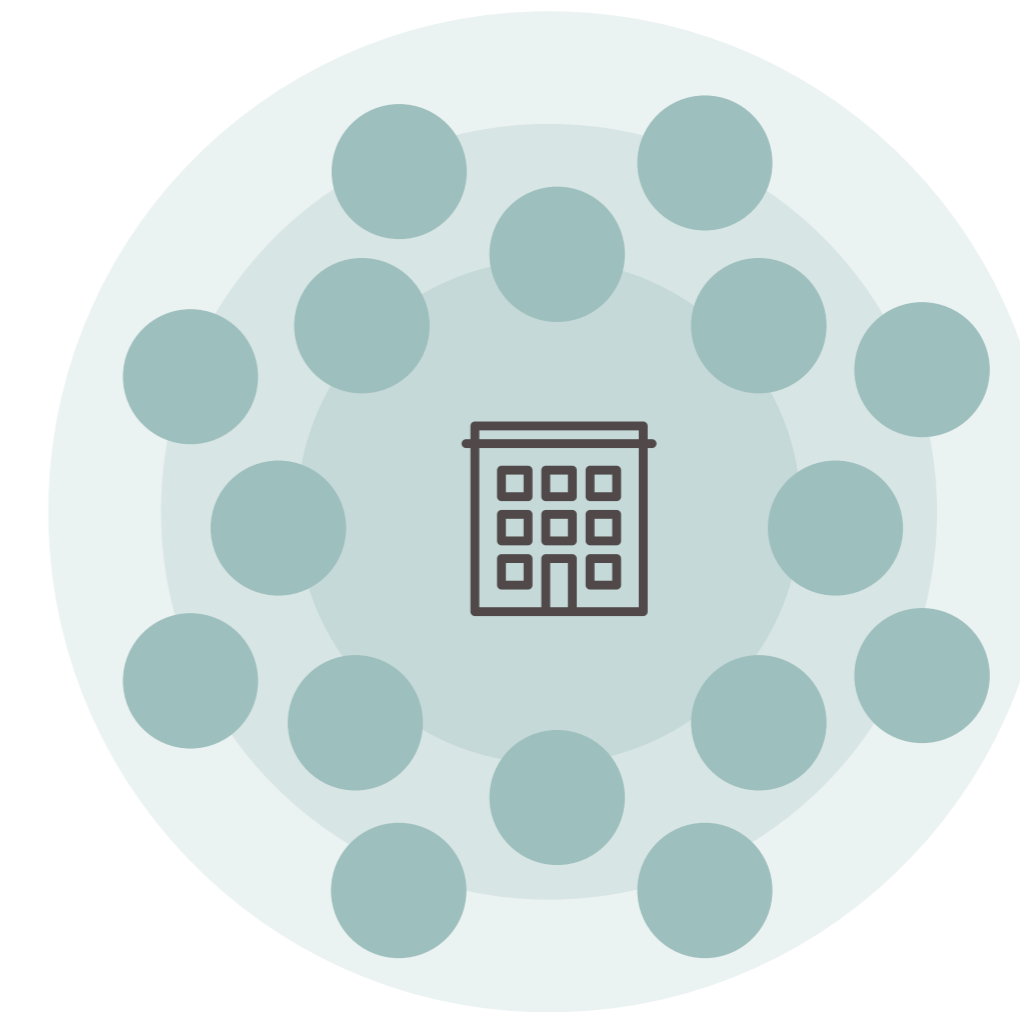
CUSTOMER CENTRICITY LEADERSHIP

KNOW YOUR MOMENTS OF TRUTH (MOT)



CUSTOMER EXPERIENCE MANAGEMENT

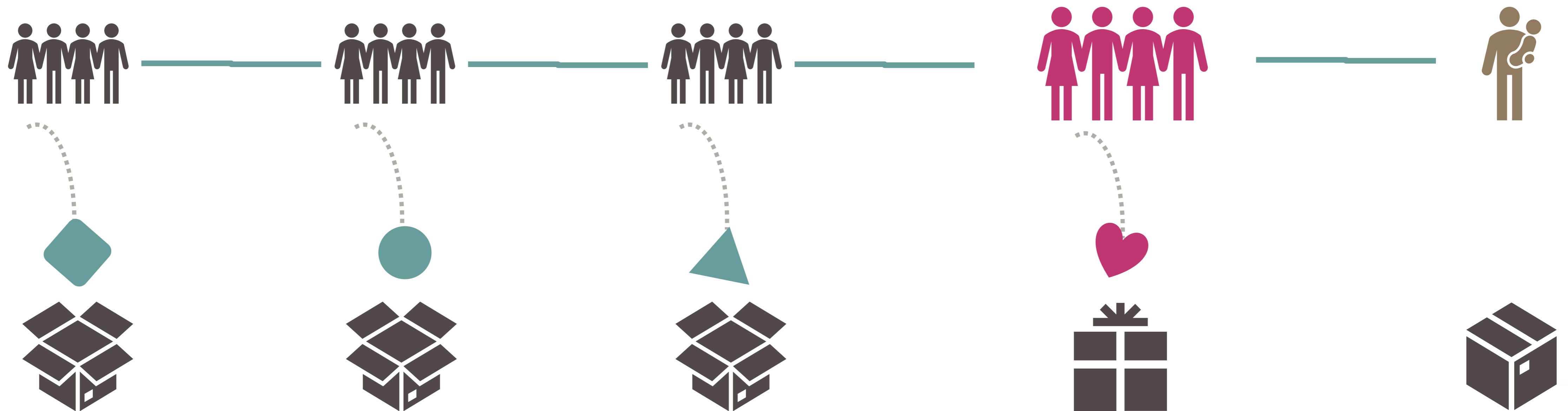
Systematically manage 20-30% of the most important touchpoints (moments of truth).



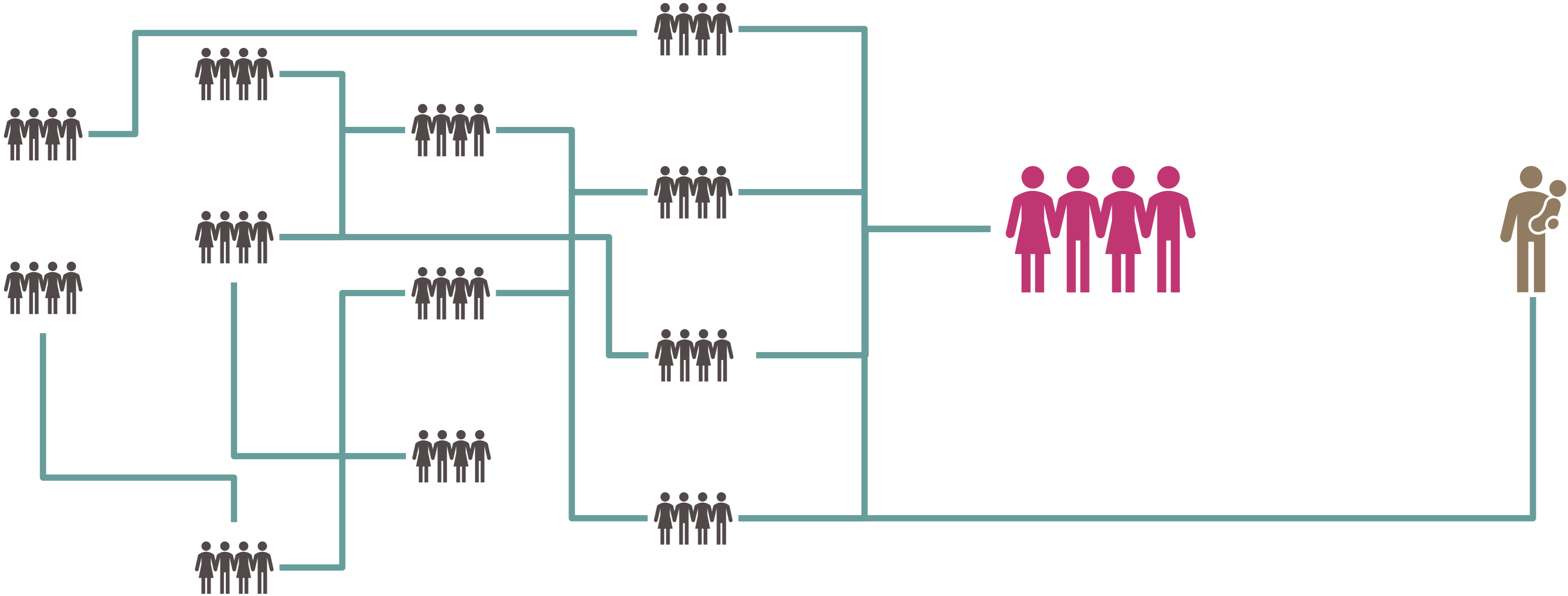
CUSTOMER CENTRIC CULTURE

Systematically empower employees to deliver solid customer experiences at all other 70-80% of all touchpoints.

UNDERSTAND THE DELIVERY CHAIN BEHIND YOUR MOTS

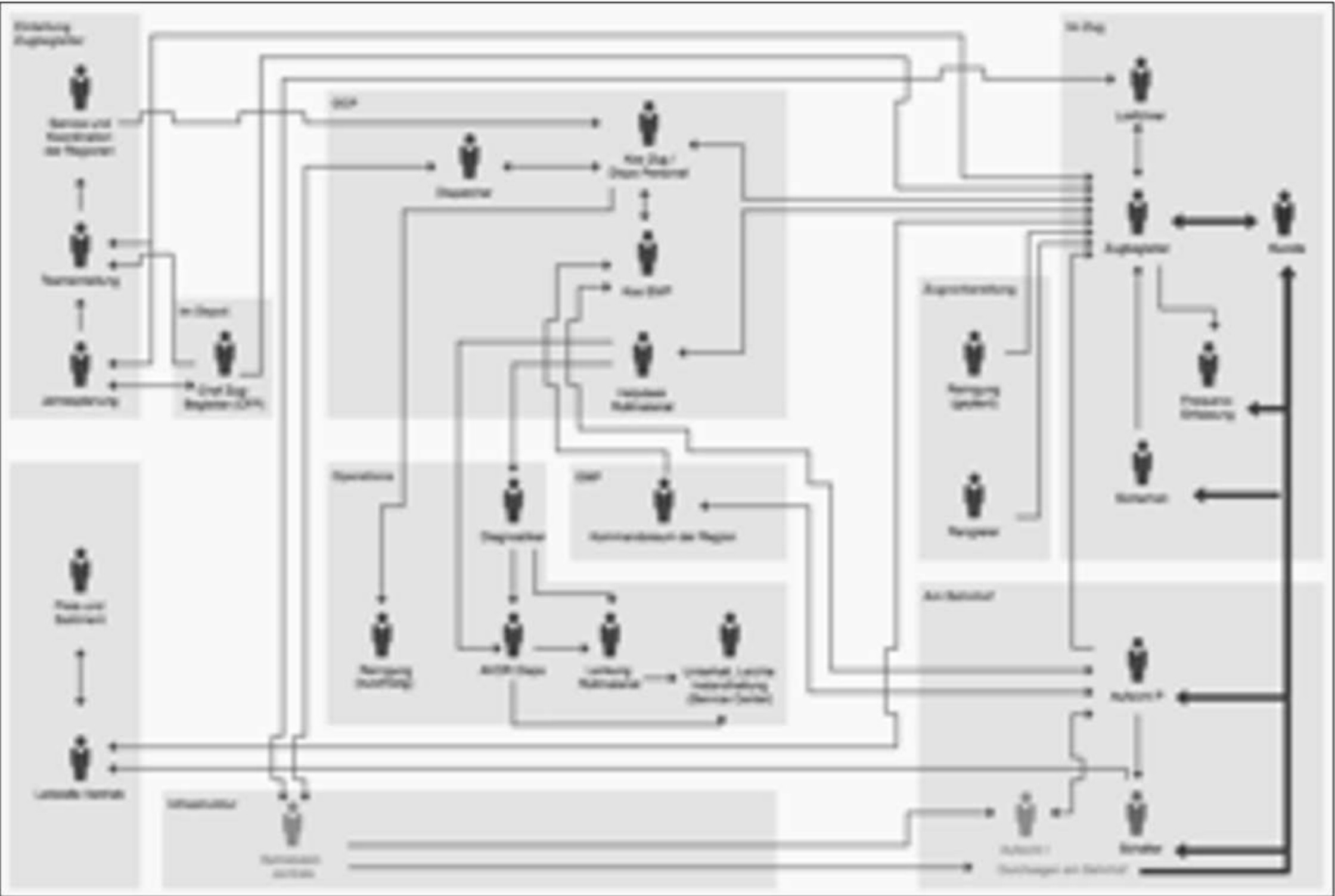


CUSTOMER CENTRICITY LEADERSHIP ANALYSE THE DELIVERY CHAIN

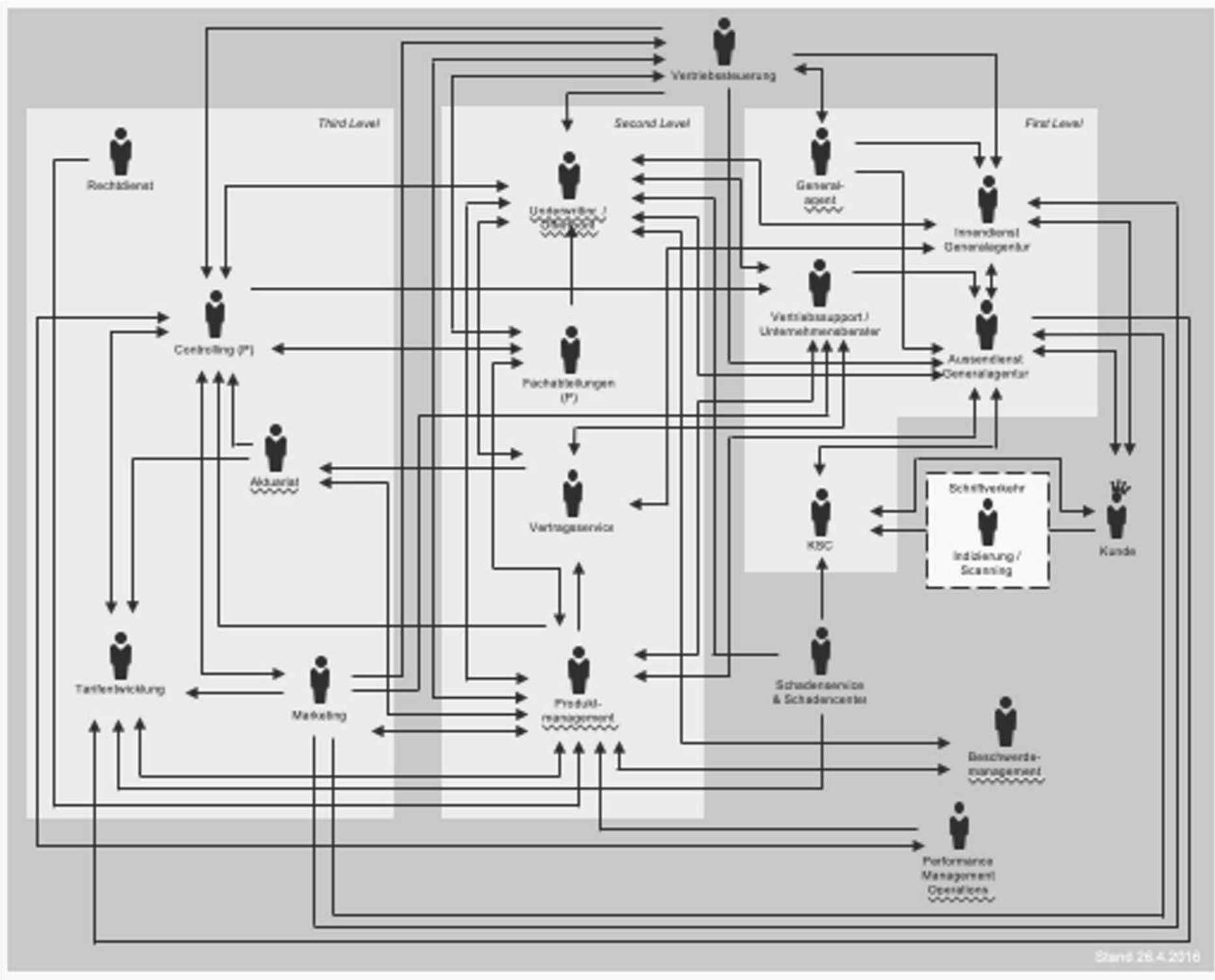


CUSTOMER CENTRICITY LEADERSHIP ANALYSE THE DELIVERY CHAIN

DELIVERY CHAIN WITH 12'000+ EMPLOYEES

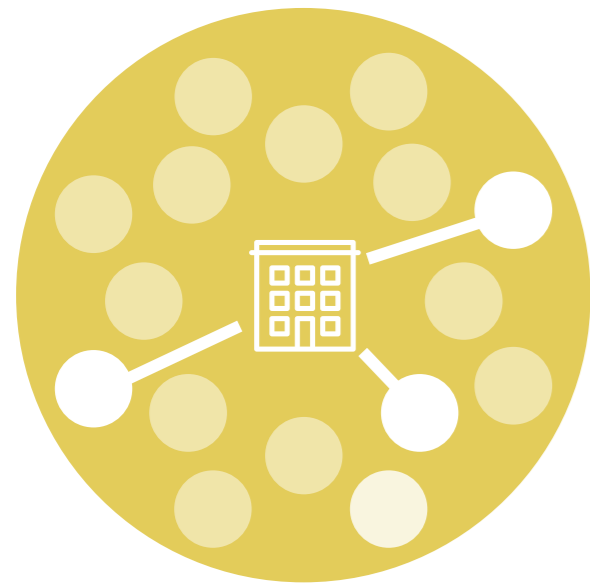


DELIVERY CHAIN WITH 3'000 EMPLOYEES

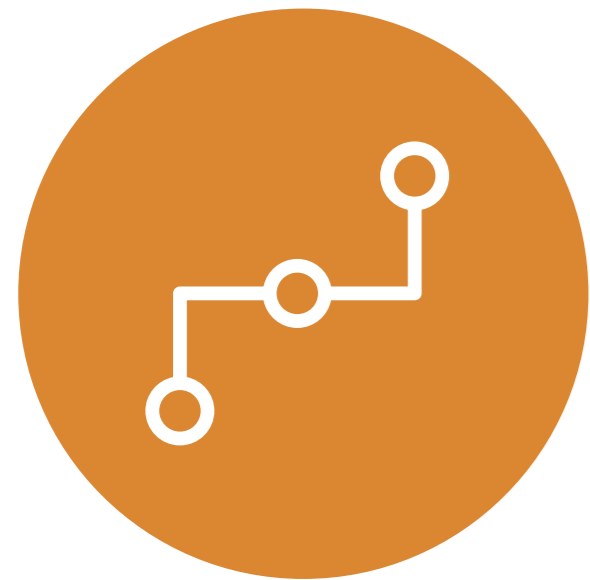


VS.

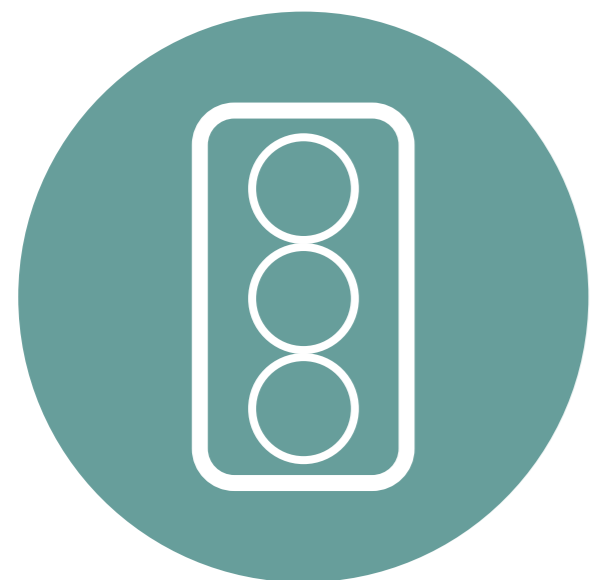
CUSTOMER CENTRICITY LEADERSHIP
TAKE AWAYS



KNOW YOUR MOMENTS OF TRUTH



UNDERSTAND THE DELIVERY CHAIN



COLLECT FEEDBACK AND COMMUNICATE



BRING A LITTLE MORE JOY TO PEOPLE

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