
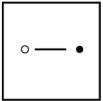

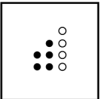

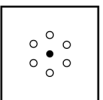

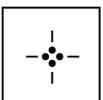
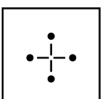


Take the Customer-led Blindspot Roadtest

Circle the statement that best represents where your business is today for each of the nine imperatives.

CUSTOMER-LED IMPERATIVE		WHERE IS YOUR BUSINESS?					NEEDS WORK	←	→	HIGH PERFORMING
 CUSTOMER PROFILES	Our business has a clear picture + vivid understanding of our customers that is shared across the team	»	Customers? What customers? We don't have customers!	We don't really have any solid knowledge, we just go with gut feel	We have basic customer data but that's about it	We have customer segments but don't really apply them consistently today	We know them intimately + have detailed personas that we use to inform our service priorities			
 CUSTOMER JOURNEY	We have a detailed view of the end-to-end journey customers go through when they engage with us	»	We know they contact us a lot, isn't that enough? What more is there?	We know how they contact us (phone, email etc), but that's all we know	We've documented our internal business processes but not mapped them against the customer journey	We have a pretty good understanding of the main touchpoints + their overall journey, but it's not formally documented	Yes, we know each step of their journey intimately, what's important to them + how we can help them			
 CUSTOMER BEHAVIOUR	We have a deep understanding of how our customers behave + the consumer trends affecting their lives	»	We don't need to know – we offer the services we offer + they can use them or not	Our customer-facing teams might know a bit, but it's not something we actively pursue	We have a pretty good understanding, but it's more accidental than intentional	We study our customers regularly to understand their problems + how we can solve them, in pockets of our business	100%! Our understanding of what makes our customers tick underpins our decisions + actions across our business			
 CUSTOMER DATA	Customer data is at the heart of our business + drives everything we do	»	Data? We gather no customer or transaction data at all	We have an outdated system where we capture the basics, but we don't really understand the value of it	We gather some customer + transaction data, but we don't do much with it right now	Data is an important element in our decision making. We use it actively + regularly to create useful insights	Yes, we eat customer insight for breakfast. It's at the heart of every decision we make			
 CUSTOMER EXPERIENCE	We put ourselves in our customer's shoes to see our business through their eyes	»	Our customers fit around the way we operate, not the other way around	We are mainly process-based, with little consideration for the customer	We try to balance our process + efficiencies with what's important to the customer	We allocate time to observe our customers + our people to see how they interact on a regular basis	We regularly + actively engage with customers to empathise with + identify their needs, wants + challenges			
 CUSTOMER ADVOCACY	We measure customer advocacy for our business + use it to drive improvements	»	What is customer advocacy? Isn't that just customer satisfaction?	We've heard of customer advocacy but wouldn't have a clue where to start with it	We don't formally track customer advocacy though we have some customer feedback	We regularly track customer advocacy + use the results to help guide the business	Yes, customer advocacy is one of our KPIs + core to our planning. It drives our business			
 CUSTOMER-LED VISION	We have customer thinking embedded in our vision + our strategy	»	I don't think we even mention customers. They just haven't been that important to-date	We are generally committed to customers, but it is not overtly stated anywhere	We definitely mention customers in our strategy but not specifically as a priority	Customers are an important part of our strategy, definitely in the top five priorities	Customer, customer, customer – our vision + strategy is full of customer-centric objectives			
 CUSTOMER CULTURE	We have strong internal alignment around the customer within our business	»	Customers come up in conversation, but usually it's about how annoying they are!	Our main customer-facing functions know about the customer, but no one else does	We know customers are important + we try to remember them in our activities	We formally acknowledge our customers internally + keep them top of mind in all activities	We live + breathe our customers + have a defined customer charter that drives everything we do			
 CUSTOMER PROPOSITION	We clearly communicate the services we offer in a way that customers understand + value	»	Customers know what businesses like ours do, we figure that's enough	We have some stuff on our website that explains the services we offer, though it's not that easy to find	Some parts of our business proactively + clearly communicate their services, whilst others do not	We have clear consistent messaging that shows customers what we do + how we can help	Absolutely! We have clear pathways for customers to follow to get the best out of their relationship with us			

NOTES / REFLECTIONS

PRIORITY FOR YOUR BUSINESS