

# Customer Strategy Starter Kit



Your quick guide to building  
a customer-led organisation

C U S T O M E R   F R A M E

*putting the heart back into business*



Your customers don't care about you. They don't care about your product or service. They care about themselves, their dreams, their goals.

Now, they will care much more if you help them reach their goals, and to do that, you must understand their goals, as well as their needs and deepest desires.

- Steve Jobs

# Welcome to the **REVOLUTION**

“ The organisations that will thrive in the customer-led revolution will move beyond the product focus of the ‘what’ + focus on the ‘who’. ”

## CHANGE BRINGS OPPORTUNITY. IT'S TIME TO DO THINGS DIFFERENTLY.

Over many decades of business, we have seen the eras of production (1950s), marketing + sales (1960s), mass consumerism (1970-80s) + technology (1990s-00s). To be successful, you needed to be ahead of the game.

### Nothing, yet everything has changed.


In a world of information overload, excessive choice + competition + an ever-changing pace, customers are wanting to be known - not another number or statistic, but truly understood. This is the next era of business to master - the customer-led era.

It's about knowing your customer so well that you seamlessly pre-empt their needs to unlock new revenue + product opportunities. You track your performance by what matters to them (not just to you). You align your team around the customer, creating a culture that becomes a clear competitive advantage.

Being intentional with a clear customer strategy is the path to this sharp focus. **We believe that being customer-led is a whole of organisation capability - not a marketing slogan.**

Now is the perfect time to get ahead of the game. Put in the solid foundations that will set you up for success - now + for the future.

### Let's do this!



**Sueanne Carr**

Founder +  
Customer Strategy Vigilante



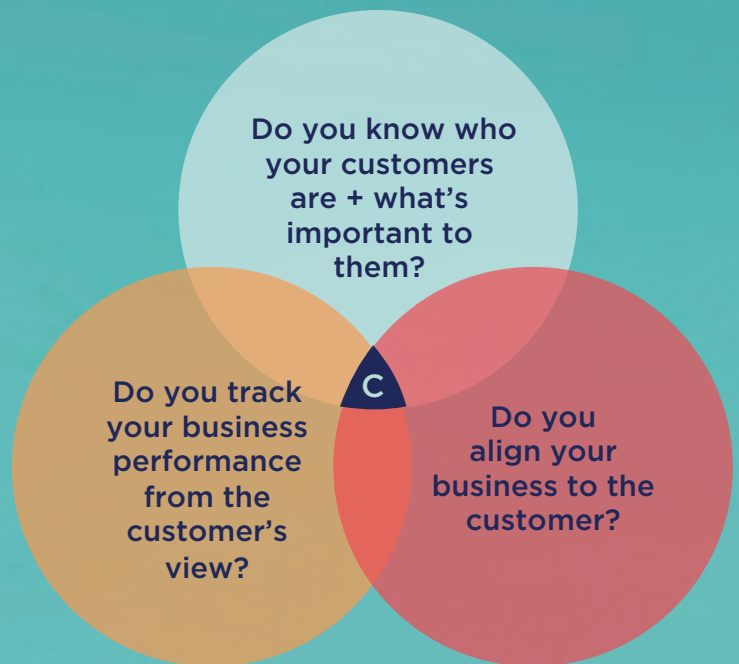


# Customer-led is a capability

**CUSTOMERS ARE THE ULTIMATE REASON.  
WITHOUT THEM - YOU HAVE NOTHING.**

In an era where accelerating change is the only constant, it is easy to get disconnected, confused or stuck in where to go + what to focus on.

All complexity aside, **the ONLY reason your organisation exists is your customer** - so it pays to start there + put some serious brainpower behind it. That's where we come in.



## INSIDE-OUT VS OUTSIDE-IN

In today's business world, attention has traditionally been paid to internal priorities – think processes, policies, strategies + plans.

This 'inside-out' approach puts **your agenda ahead of the customer** + often sees you lose sight of what's truly important to them + what they need from you.

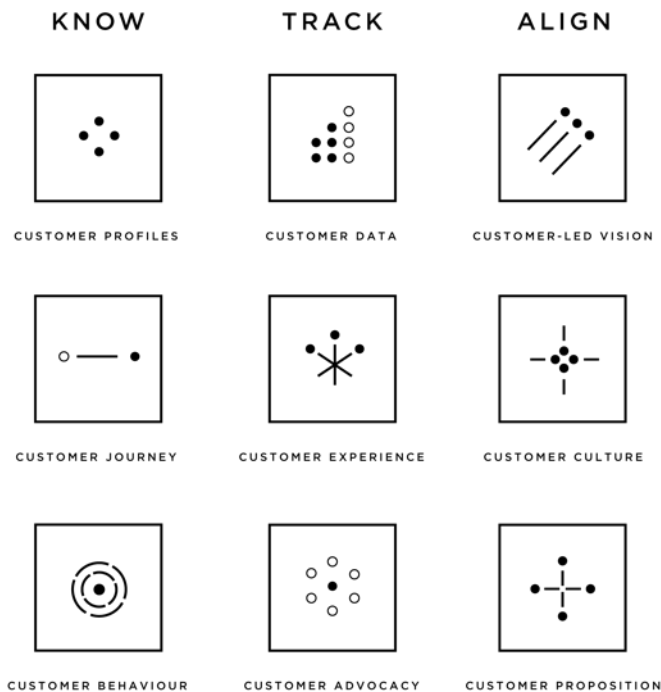
This **inside-out view no longer works** + results in transactional interactions where customer connection takes a back seat + relevance is lost over time.

It's not about lip service or a band-aid - it's about intentionally building the customer capability you need. Our '**outside-in**' approach puts the customer at the heart of your business strategy, decision making + is the answer you've been looking for.

LET'S GET STARTED

# Our framework, your roadmap

## Customer Strategy Framework™



Our **simple-yet-powerful** framework + transformation methods have helped organisations across the globe to find new growth, engage their teams + smash their goals.

The Customer Strategy Framework™ is your **roadmap for strategy + improvement**, covering the nine customer competencies observed in world-leading businesses + organisations, derived from practical implementation + research in over 30 countries.

By assessing themselves + **building capability** in each of the nine frames, brave leaders can address their core issues, **prioritise action** + begin to put the customer at the heart of everything they do.

## Our 3-step approach

### We understand the challenges you face in your business

You're operating in a complex environment with increasing expectations + often competing priorities from a variety of stakeholders.

Becoming a customer-led organisation + keeping everyone happy can seem like an enormous task. But it doesn't have to be.

Our proven, simple, three-step approach has been specifically designed for businesses + organisations who want to become customer-led but don't know how.

**Simple. Effective. Impactful.**

STEP 1  
**FIND**

Find out where you are today + reveal the hidden issues that are holding you back from achieving your goals + objectives

STEP 2  
**FOCUS**

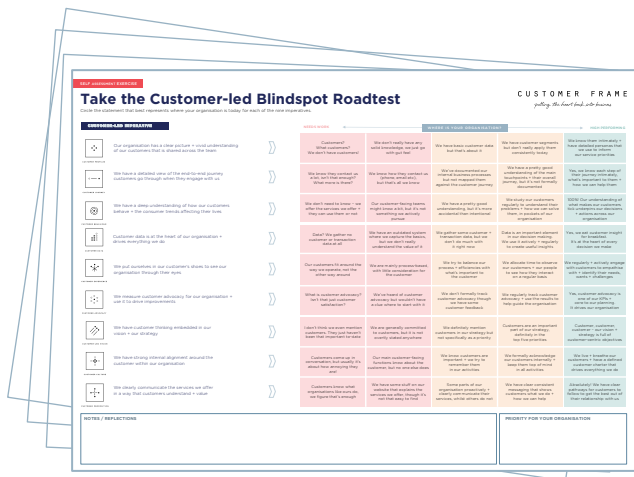
Go beyond 'band-aid' actions, gain clarity + focus your leadership team on what will make the greatest impact for your business

STEP 3  
**FIX**

Fix long-standing issues by empowering your whole team with the knowledge + energy to own the change + take collective action

**A simple, robust + proven approach to get you started**

# Start here to reveal your blindspots



The first step on the journey to becoming customer-led is to find out where you're starting from. Where are you strong? Where do you need to focus your attention?

Enter, the Blindspot Roadtest.

It begins to answer the question:

**How customer-led do we think we are?**

A simplified version of our signature Customer-led Accelerator program, the Blindspot Roadtest is based around the Customer Strategy Framework™ + gives you a quick insight into where you're starting from.

- #1 Print out the roadtest + rate your business on each dimension. How did you stack up?
- #2 Give copies to a few colleagues + get them to do it. Where are you aligned? Where are you not? Why?
- #3 Host a discussion on the initial gaps. Interested to know how you benchmark? Want to go further? Get in touch with our team to accelerate your journey.

Many of our clients have used it to get customer-led transformation onto the agenda + engage senior leaders to start this critical conversation.

*tip* The printable Blindspot Roadtest is on the next page

## Quick checklist

Beginning your journey through the Starter Kit, you now understand the following customer foundations + ideas:

<input type="checkbox"/>	<b>Idea 1:</b> The customer-led revolution, the fifth industrial revolution, is here + you need to be ready
<input type="checkbox"/>	<b>Idea 2:</b> Customers are the ultimate reason you're here + you need an intentional strategy
<input type="checkbox"/>	<b>Idea 3:</b> Customer Strategy is about building organisational capabilities - not band-aid solutions
<input type="checkbox"/>	<b>Idea 4:</b> The Customer Strategy Framework™ is your roadmap to success
<input type="checkbox"/>	<b>Idea 5:</b> The Blindspot Roadtest helps you get customer-led on the agenda + begin to find the gaps

Need extra help?

Book a call with us to discuss your business-specific needs + see how our programs can help



# Take the Customer-led Blindspot Roadtest

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










*putting the heart back into business*

## CUSTOMER-LED IMPERATIVE

WHERE IS YOUR ORGANISATION?

NEEDS WORK

HIGH PERFORMING

 CUSTOMER PROFILES	Our organisation has a clear picture + vivid understanding of our customers that is shared across the team	»	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 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	»	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 organisation	100%! Our understanding of what makes our customers tick underpins our decisions + actions across our organisation
 CUSTOMER DATA	Customer data is at the heart of our organisation + drives everything we do	»	Data? We gather no customer or transaction data at all	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 organisation through their eyes	»	Our customers fit around the way we operate, not the other way around	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 organisation + use it to drive improvements	»	What is customer advocacy? Isn't that just customer satisfaction?	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 organisation	Yes, customer advocacy is one of our KPIs + core to our planning. It drives our organisation
 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	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 organisation	»	Our main customer-facing functions know about the customer, but no one else does are!	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 REPOSITION	We clearly communicate the services we offer in a way that customers understand + value	»	Customers know what organisations like ours do, we figure that's enough	Some parts of our organisation 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 ORGANISATION



Get ahead of the

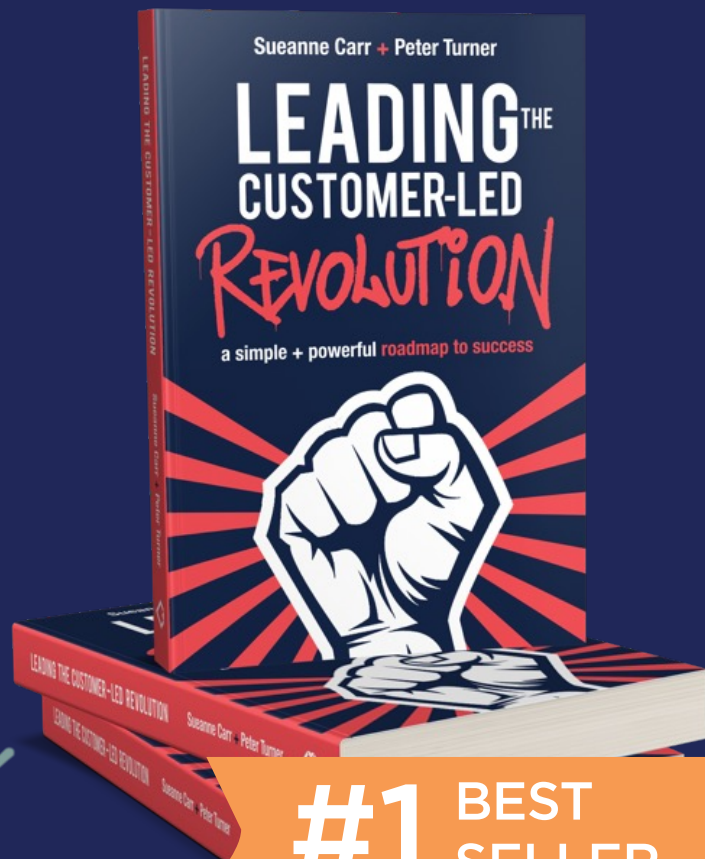
REVOLUTION

Written for brave business leaders who are charged with, or inspired by, driving customer-led change, this book will give you strategies + tools to engage your entire organisation, beyond your Customer Services Team.

No more internal apathy, fragmented teams or passing the buck, this book gives you the roadmap to engage your entire team on the journey to becoming truly customer-led.

Based on our experience with businesses + organisations of all shapes + sizes from both here + abroad, we challenge the status quo + show you how customer is an organisation competency, not just a service function.

Grab your copy now!



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