



# Customer Centricity in Action™

MAKING THE CUSTOMER EXPERIENCE  
A PART OF EVERY DECISION



A close-up photograph of a hand with the index finger touching the surface of blue water. The finger is positioned in the upper left quadrant, and the point of contact creates a series of concentric ripples that spread across the water's surface. The water is a deep blue color, and the lighting is soft, creating a calm and reflective atmosphere. The hand is light-skinned, and the background is a blurred continuation of the water's surface.

Every **employee** can  
**positively influence** the  
**customer experience...**  
and **MUST!**



### **CARE**

about the expressed  
and unexpressed needs of  
the customer

### **OWN**

the customer's experience

### **DO**

what is right, and appropriate,  
for the customer

# Customer Centricity **goes deeper than** Customer Service

It is no longer a competitive advantage for you to have great customer service. The pace of your business, the competition you face, and the 24/7 feedback available today, require employees to constantly ask, “How do I impact the customer in my role?” The answer to this question defines your customers’ experience – their customer journey. The new competitive advantage lies with employees striving to improve that journey; this goes well beyond customer service.

## **Customer Centricity**

*requires an entire company to culturally align itself to creating a positive customer journey that culminates in a satisfied, value-added experience.*

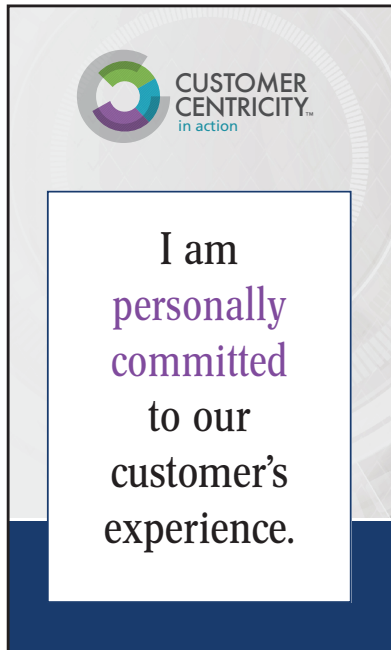
- ✓ The responsibility of the entire organization
- ✓ Outcome focused and intentional
- ✓ A mindset and behavior that create a culture
- ✓ Focused on the unspoken expectations of the customer
- ✓ A competitive advantage

## **Customer Service**

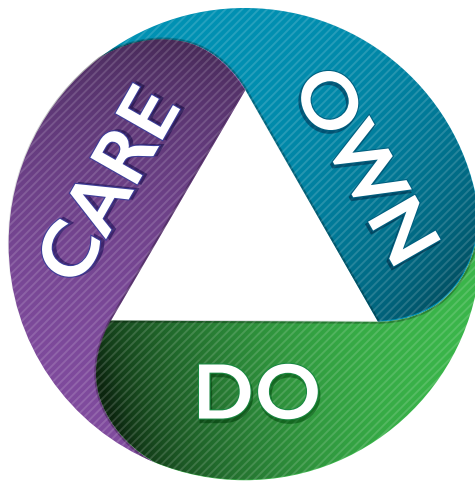
*is the in-the-moment provision of a product or service and the last step in the customer-centricity process.*

- ✓ The focus of customer-facing employees
- ✓ Situational and reactive
- ✓ An objective or mandate
- ✓ Transaction focused
- ✓ The cost of entry

# The Course Overview



**The mindset of every employee in a customer-centric organization**



*Our thoughts become our words...our words become our behaviors*

***Mindset is a personal choice***

# Care, Own, Do



## CARE

- Looking to meet the real and often unspoken needs of the customer
- Bringing empathy and passion to every interaction and decision
- Showing concern for the impact on the customer, not just efficiency
- Moving quickly to minimize the effect on the customer when missteps occur



## OWN

- Every customer experience is my responsibility
- Every customer is my responsibility
- Every transaction is my responsibility
- How they feel about us is my accountability

*Every day you choose a  
**Complacent Mindset or a Maximized Mindset***

# Care, Own, Do



## DO

- Act on “Care” and “Own” observations
- Take action: Do something or escalate
- Follow all existing standards, guidelines, and operational procedures
- Never let a teammate fail

## CUSTOMER-CENTRICITY COMPASS™



Participants use the Compass process with real opportunities to determine their ultimate action.

# How Do We Ensure Your Success?

Here's how we make sure that you are supported at every stage of this initiative to guarantee your success:



## CLIENT DISCOVERY

- 1 We learn about your world and tailor the training for YOU through corporate literature reviews, interviews, focus groups, field visits, and work-alongs.

## CUSTOMIZE

- 2 We customize content, using company-specific scenarios, language, and examples. We test relevance, create a look and feel just for you, and ensure that the program reflects your business reality.

## CREATE BUY-IN

- 3 We engage and align leaders by supporting strategic, ongoing communication, facilitating understanding of the desired customer experience, and building conviction to model, coach, and require a customer-centric mindset at all times.

## TRAIN

- 4 TEACH → CASCADE → APPLY

## REINFORCE

- 5 We provide simple tools with clear, actionable steps to ensure that learning is supported, reinforced, practiced, and applied on the job.

## MEASURE RESULTS

- 6 We help you create the scorecard that will allow you to track your results, including customer feedback, customer retention, net promoter scores, and revenue growth.

# Customer Experience – Levels of Support

## Level 5.0 ★★★★★

### Creating a Customer-Centric Culture

A multi-layered culture transformation that puts the customer at the center of every decision



## Level 4.0 ★★★★★

### Building a Customer-Focused Employee Initiative

Training all employees and leaders how to proactively create a customer-focused environment

## Level 3.0 ★★★★★

### Shaping Leaders Who Lead with a Passion for Service

Leadership training to build conviction around the importance of customer service and their role in leading it

## Level 2.0 ★★★★★

### Demonstrating Skills of Service Excellence

The skills of listening, courtesy, response, and recovery, taught to customer-facing employees

## Level 1.0 ★★★★★

### Having Clear Service Standards

Establishing organization-specific service standards that are easy to remember and powerful in their execution

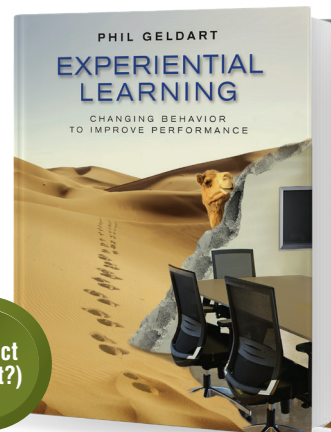
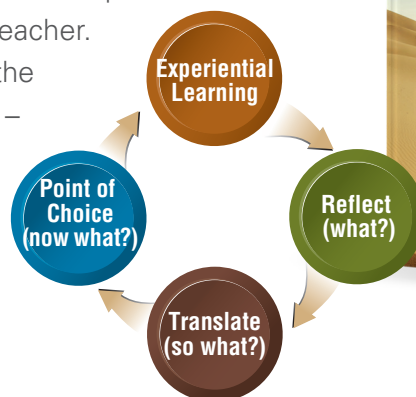
## Delivery Options



# Why Does It Work?

## 1 IT'S ALL ABOUT USING EXPERIENTIAL LEARNING.

We live and breathe experiential learning because we believe (and research backs us up) that experience is the best teacher. Not only that, but we wrote the book on experiential learning – LITERALLY. (Ask us, and we'll send you a copy!)



## 2 IT'S EASY TO CASCADE.

This program is designed to be delivered by your internal leaders, as the success of any culture transformation depends on a commitment to model and drive the vision from the top down. Consequently, the material is simple for “non-trainers” to communicate and deliver with ease. Leaders receive the vision and context for the program from an in-person or virtual train-the-trainer process, which includes a video, facilitation guides, and the resources needed to be 100% prepared to facilitate the modules. Easy!

## 3 IT BUILDS CONVICTION AND ALIGNMENT.

The program supports your corporate goals around customer centricity, and aligns the organization to the behavior expectations and the desired customer experience. Customer Centricity in Action embeds a commitment to put the customer first into the hearts and minds of your employees.

### BUILDING CONVICTION

*For training to successfully change behavior, it must engage these four elements: **Heart** – individuals must want to change; **Head** – knowledge must be transferred; **Hands** – knowledge must be applied; and **Harvest** – there must be improved results*

## 4 IT'S SIMPLE.

**CARE, OWN, DO!** That's it. Three words that can change an organization's customer journey. This easy-to-remember model establishes a shared vision and common language from the top executive to the customer-facing employee. Customer Centricity in Action uses pragmatic exercises, common definitions, strong models, and plenty of hands-on experiences to drive customer centricity home. Our principle-based approach is ideal for diverse groups with its universal application to all functions, levels, and situations.

*The powerful CARE, OWN, DO message is kept top of mind through visual reminders such as screen savers, posters, and personal key learning cards.*



## 5 IT'S ACTION ORIENTED AND RESULTS FOCUSED.

The program combines interactive discussion, hands-on experiential activities, and video analysis to engage the learners. Designed to be delivered over time, the interval between each module includes application activities to reinforce key principles and allow opportunity for practice. Every program component is focused on delivering long-term, measurable behavior change that drives the mindset of customer centricity into your organization. We work alongside you to design a scorecard of metrics that will create a baseline, and track progress on key indicators along the way.



**Heart**



**Head**



**Hands**



**Harvest**

# Frequently Asked Questions

## **DOES EVERYONE NEED TO GO THROUGH THE TRAINING? CAN'T WE JUST TRAIN OUR LEADERS TO BE CUSTOMER CENTRIC?**

Having leaders who are customer centric is “good,” not “best.” That is why we strongly recommend that everyone in your organization participate in the training. If the training simply focuses on the leaders, it sends the message that only leaders are accountable for driving the customer experience. When everyone takes part, a shared vision of the customer experience emerges, supported by common language and processes, and individual ownership of the role they play.



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## **WE ALREADY HAVE STANDARDS AROUND CUSTOMER SERVICE, SO HOW IS THIS DIFFERENT?**

Customer-service standards are a necessity for any business; however, organizations that are customer centric can create a sustainable competitive advantage by outperforming their competition in customer-focused problem-solving. Defining the desired customer experience, and creating conviction in every employee to deliver on it, is the difference.



*Saying you are customer centric falls short of being customer centric...  
specific actions must be in evidence*

## **DOES THIS TRAINING APPLY TO EMPLOYEES WHO ARE NOT CUSTOMER FACING?**

Absolutely! This is the main difference between a customer-centric mindset and a customer-service focus. While customer service is considered the domain of customer-facing employees, customer centricity underscores that no matter what role you have within an organization, you impact every customer experience...either positively or negatively.



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## **OUR BUSINESS IS UNIQUE. WILL THIS BE RELEVANT FOR US?**

People are people the world over, and changing behavior is our business. However, we take nothing for granted, so that's why we spend significant time up front learning your world and adapting the scenarios, examples, case studies, language – and even the look and feel – to reflect all that is unique about your company.



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## **WE HAVE TRIED TRAINING OUR PEOPLE BEFORE AND IT NEVER LASTS. HOW CAN WE MAKE SURE THAT THIS ISN'T CONSIDERED A "FLAVOR OF THE MONTH"?**

As world leaders in experiential learning, we know a thing or two about how to make things stick. Using a combination of hands-on experiences, relevant examples, clear and actionable reinforcement tools, and a big dose of FUN, our content delivers a consistent message, shared experience, and common language that becomes immersed in the workplace and is difficult to forget.



*News of a poor customer experience travels faster  
than news of a good customer experience*




Eagle's Flight specializes in changing the behavior of individuals. Through the use of experiential learning, we assist organizations of all sizes to gain a competitive edge by significantly strengthening their people.

Our expertise includes leadership development, culture transformation, skill development, and conference and learning events. Within each of these business segments, our point of difference remains the same – a focus on results, driven by our unique experiential approach and brought to life by our dynamic people.

In business since 1988, Eagle's Flight offers programs in over 20 languages and is represented by international licensees in over 30 countries. Our worldwide team delivers more than 200 programs per month to groups ranging in size from 10 to over 2,000 participants.

**CHANGING BEHAVIOR TO IMPROVE PERFORMANCE**

The background of the image is a close-up, high-resolution shot of water ripples. The water is a deep, dark blue, and the ripples create a complex, organic pattern of light and dark lines that flow across the frame. The lighting is soft, highlighting the texture of the water's surface.

*"It's not about what  
you think about your customer...  
It's about what your customer  
thinks about you."*



## CONTACT US

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