

“ It begins with me and what I can do to make a difference ”

Customer centricity is a choice

It starts by doing one thing a little better every day

Making a difference for customers and each other every day

As part of their Xcelerate Academy, a large insurance company wanted to focus on making the organization more customer-centric.

The aim was to mobilize the organization around four core behaviors with a direct impact on customers:

- Ownership
- Trust
- Customer and brand excellence
- Collaborative leadership

The first step was to make people aware and involve them in the movement around the customer.

Approach

EarlyBridge has designed a program around five objectives:

- Increasing empathy for customers and partners
- Creating awareness about the impact of situations at customers
- Strengthen the belief that every person can make a difference
- Increase the "company pride"
- Creating ownership for the customer and the customer experience

Customer centricity as the backbone

More than 400 participants in the Netherlands, Belgium and Luxembourg followed the program in small groups. The program was designed to take people on a journey through customer centricity to create awareness about what it is and how they can contribute.

Through a combination of theory, storytelling and well-designed exercises, participants were led to a climax, at which they gave their commitment individually and as a group to the goal.

Results

Participants are aware of their role in customer centricity and are engaged in the customer centricity movement

NPS +45 for the program

Impact



A customized program designed for results

Through a combination of theory, storytelling and well-designed exercises, participants were led to a climax, to individually commit to do one thing a little better every day.

The program scored an NPS of +45 on average and has been rolled out in Belgium, the Netherlands and Luxembourg for Dutch, French and German-speaking participants.

Critical Success Factors

● Strong design

The program has been developed to appeal to people at organizational, team and individual levels, with a good balance of theory and interactive exercises.

● Inspirational content

The use of storytelling and recognizable cases inspires participants and invites them to share their own experiences.

● Interactive format

Exercises are designed to take participants from the organizational level towards personal ownership for the customer and the customer experience.

earlybridge.

DRIVING CUSTOMER PERFORMANCE

EarlyBridge is a bureau specialized in customer centricity, leadership and organizational development.

We build bridges between people for more satisfied customers, happier employees and better business results.

See also our case:

‘Customer intimacy for differentiation in IT’

www.earlybridge.nl