



MARKETING
BOOK OF THE YEAR 2015



W H O
S H O U L D
A T T E N D ?

A N Y E X E C U T I V E
R E S P O N S I B L E F O R
D E L I V E R I N G O N T H E
P R O M I S E S A C O M P A N Y
M A K E S T O I T S
C U S T O M E R S



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“ WHY GREAT PRODUCTS ARE NOT ENOUGH ANYMORE ”

IN THE FACE OF INTENSE COMPETITION AND MASSIVE COST PRESSURES, HOW ARE YOU USING THE CUSTOMER EXPERIENCE TO DIFFERENTIATE YOURSELF AND DRIVE CUSTOMER LOYALTY?

“80% COMPANIES SAY THEY ARE FOCUSED ON CUSTOMERS YET LESS THAN 10% OF CUSTOMERS AGREE?*”

WHY IS THAT? IT'S NOT YOUR STRATEGY IT'S YOUR CULTURE.

DO YOU WANT TO LEARN HOW TO ESTABLISH A CUSTOMER-CENTRIC CULTURE WITHIN YOUR ORGANIZATION AND EMPOWER YOUR EMPLOYEES TO DELIVER A CONSISTENTLY POSITIVE CUSTOMER EXPERIENCE?

DO YOU WANT TO HEAR HOW TO LEVERAGE THE CUSTOMER EXPERIENCE TO INCREASE CUSTOMER LIFETIME VALUE AND DRIVE DOWN OPERATIONAL COSTS?

KEYNOTE PRESENTATION:

How to Build a Truly Customer-Centric Culture within your Organization

How customer-centric is your organization? What can you do to progress this?

Chris Brown, CEO of MarketCulture will share the results of a 3-year million dollar research project that studied more than 80 firms level of customer centricity.

He will outline the seven key areas affecting your customer-centricity and explain what you need to do to become more customer-centric.

In this session you will:

- Identify where your organization is on the customer-centric journey using the Market Responsiveness Index business tool
- Understand the seven key areas that affect the customer experience and what you need to do to improve them
- Learn from case studies on how organizations have successfully managed the transition to becoming customer-centric
- Establish how to engage senior executives and secure their buy-in to become more customer-centric by talking their language

*Source: “Closing the delivery gap” Whitepaper – Bain and Company