

# SHAPING A CUSTOMER-CENTRIC CULTURE

A TMI PROCESS



## Build an outstanding Customer-Centric organisation.

**Recognising and delivering upon customer expectations is essential to building any successful business.**

To accomplish that, one must build a genuine customer-centric culture in an organisation - an exciting and highly challenging undertaking.

Exciting, because it can take you on a unique and rewarding journey offering rich experiences, invaluable insights and stunning outcomes. And challenging because – like any change management initiative – there will be many hurdles to overcome along the way.

In order to successfully navigate this journey, it is critical that the approach taken is based on sound frameworks and processes.

Engaging TMI – Customer Experience experts for 40+ years with unique and proven consulting frameworks – will ensure that you identify appropriate courses of action that will minimise the risks you take, and maximise your chances of success.



Engaging and rewarding process

Fully tailored for your business

Covers all organisational touchpoints

### UNIQUE CONSULTING PROCESS

Based on 3 consulting frameworks:

- TMI's 5-Box Model
- Shaping Customer Centric Culture (SCCC) Process Architecture
- Customer Centric Persona Model.

Request more information: [one@tmiworld.com](mailto:one@tmiworld.com)

## THIS PROCESS WILL ENABLE YOU TO:

- Identify values, behaviours, skills, structure and systems that are required and essential for your organisation to become fully Customer-Centric
- Define and work towards desired state of your organisation to succeed as Customer-Centric
- Establish processes you need to implement in your organisation to enable customer centricity



WE BELIEVE IN THE INDIVIDUAL

a **GI GROUP** brand