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**Turning the ship around.**  
A market-leader's ongoing quest for customer excellence

Peter Plustwik and Jill Baptist      22 August 2016

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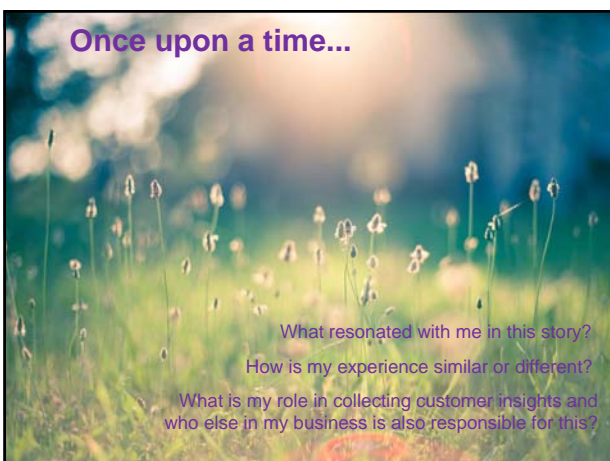
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**Once upon a time...**



What resonated with me in this story?  
How is my experience similar or different?  
What is my role in collecting customer insights and who else in my business is also responsible for this?

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**The story continues...**



How effectively does my business collect and utilise customer insights?  
What specific things are getting in the way of my business getting more value out of customer insights?  
What is one thing I can do to address this?

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**The quest for Customer Excellence (the good the bad and the ugly)**



What initiatives have I been part of to help drive better customer experiences?  
What's worked and what hasn't?  
What ideas do I have coming from this session?

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**A customer-centric culture?**



How strong is my company's culture in terms of customer-centricity?  
What attitude or mental shift is required to be customer-centric?  
What specific actions can I take to build a customer-centric culture at my organisation?

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