

Customer Strategy

Designing Customer-Centric Organisations in a Data-Rich World



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What is the biggest barrier to becoming customer-centric in your organisation?



Question 1

How can organisations embed customer-centric thinking into everyday decisions beyond dashboards and reports?



Q&A



Question 2

What leadership practices and operating models best align teams around shared customer outcomes?



Q&A

Question 3

How do companies balance data-driven efficiency with empathy and human judgment in customer strategy?



Q&A



Q&A

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