

BENCHMARK YOUR CUSTOMER CENTRICITY USING THE MRI-CX PULSE™

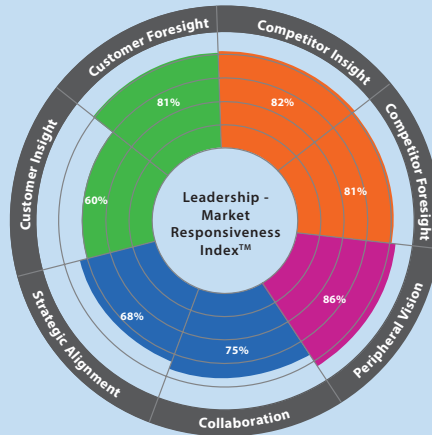
MARKETCULTURE.COM

1. CUSTOMER CENTRIC BUSINESSES ARE MORE PROFITABLE

- There is ample evidence from hundreds of studies that demonstrate customer centric businesses are more profitable and successful than those that are internally focused.
- The question for leaders therefore is how customer centric are we as a leadership team and how can we improve?

2. Introducing the Market Responsiveness Index (MRI)-Customer Experience (CX) Pulse

- The MRI-CX Pulse is used to benchmark businesses in competitive environments. It is an online survey of 35 questions covering 7 factors.
- The tool is implemented with up to 20 leaders to compare their level of customer centricity with the best organizations from around the world.
- Results are presented in percentiles on a circumplex similar to the examples below:



High Customer Culture Team



Low Customer Culture Team

3. What are the benefits?

- For Leaders
 - Discover your leadership team's level of customer centric culture versus the best in the world
 - Understand your customer centricity strengths and weaknesses
 - Use the results to inform strategic conversations about which capabilities need to be improved in order to compete more successfully.

4. How is it measured?

- Customer Centric behaviors are rated and benchmarked against a global database of more than 250 organizations, including some of the most customer centric organizations such as Amazon, Virgin, 3M and Salesforce.com.

5. What next?

Get in touch with **MarketCulture**

email info@marketculture.com

<http://www.marketculture.com>