

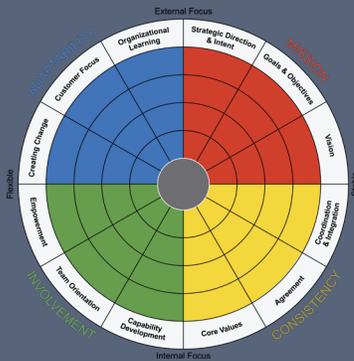


## CULTURE IMPACT



# ADAPTABILITY: CUSTOMER-FOCUS

Do you solicit, share and act upon input and feedback from customers?



### Think Systemically:

When considering work in the area of Customer Focus it is important to consider both external and internal customers.

It is also important to look closely at other areas of the Denison Model.

For example, how effectively are we coordinating our work and breaking down silos so the customer receives a timely, quality product or service?

Is the strategy clear and having the desired impact with our customers?

Are we able to create change to effectively respond to evolving client needs?

High performers understand and anticipate customer needs. There is a passion and desire to cultivate customer relationships, seek customer input and adapt products and services in response to those needs. Impact on customers is taken into account as changes are considered and implemented.

### Who are your customers and how do you engage with them?

In most organizations, every department or unit has a set of internal and external stakeholders who depend on that department/unit for a product or service. We work with clients to create alignment among the team as to who the customers are and to develop a set of habits and routines to engage with those customers.

To support you, we offer a range of solutions for improving your organization's adaptability and ability to solicit and use your customers' feedback:

- Ensure that both your internal and external customers are clearly identified
- Verify that a formal mechanism is in place where input is sought from your past and new customers through ongoing communication. Input is regularly discussed to align on expectations on customer needs
- Clear and precise customer service measures are created at every level of the organization and are routinely discussed with customers. Processes for customer service are adjusted as necessary
- Successful customer partners are recognized and rewarded for their contributions to your organization's learning
- Employees are given the skills, resources, authority, access and rewards for solving customer problems proactively