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***"Most organizations usually have tomorrow's strategy, today's structure and yesterday's people and rewards."***

**– Jay Galbraith**

## ARE YOU A CUSTOMER-FOCUSED ORGANIZATION?

This instrument is grounded in the Centre's Systems Thinking Approach® to being outcome-oriented and customer-focused. It is key to any organization's positioning in the marketplace and strategy to generate an unassailable competitive advantage/edge. This tool traces key customer-focused policies and behaviors, "Moment of Truth" customer service skills, and Five Levels of a Customer Recovery Strategy.

**Instructions:**

Answer the following questions using one of the responses below:

**No = 1, A Little = 2, Some = 3, Mostly = 4, Yes = 5**

**Are you a Customer-Focused Organization?**

**I. Customer-Focused Organizations overall:**

1. \_\_\_\_ Are you "close to the customer"--especially senior executives (i.e., do you see, touch, feel, meet and dialogue with them face-to-face on a regular basis out in the marketplace)?
2. \_\_\_\_ Do executives include the customers in their decisions, focus groups, meetings, planning and deliberations?
3. \_\_\_\_ Does your organization know and anticipate the customer's needs, wants and desires--continually, as they change?
4. \_\_\_\_ Is surpassing customer needs the driving force of the entire organization?
5. \_\_\_\_ Do you survey the customer's satisfaction with your products and services on a regular basis?

**CLICK HERE**

**to print the full 25 Questions of the Proven Best Practices of our  
ARE YOU A CUSTOMER-FOCUSED ORGANIZATION (The Systems Thinking Approach®) Assessment**

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