



# CRAFTING A COMPETITIVE ADVANTAGE

## "HOW WILL MY ACTIONS IMPACT OUR CUSTOMERS?"

Customer service is reactive; at Eagle's Flight, we champion a proactive approach - **Customer Centricity**. This philosophy combines culture and targeted skills to create exceptional customer experiences. It requires everyone's active commitment, with each employee's mindset and behavior shaping a customer-centric culture.

## How to Drive a Successful Culture Transformation to Reach Organizational Goals

### What's Needed for a Culture of Customer Centricity

#### CONVICTION

They need to see value in changing and growing, and then want to do so.

#### KNOWLEDGE

They need to know what to do differently

#### SKILL

They then need to know how to apply that knowledge back on their job.

#### RESULTS

They need to be accountable for, and see, improved results in how they lead and what they accomplish.

### How Eagle's Flight Addresses These Needs

#### EXPERIENTIAL LEARNING

1. Participants are highly engaged in Eagle's Flight's unique experience.
2. They learn by doing.
3. With an in-depth facilitated debrief.

#### PRAGMATIC MODELS AND CONTENT

Practical steps to take to behave differently, and so produce different and better results.

#### COMPANY RELEVANT APPLICATION

1. In-class discussion and practice around work related situations and issues
2. Facilitated guidance in the application of the principles taught.

#### POST COURSE RETENTION

Post class application and retention tools to support the new behaviors becoming habitual, and the improved results predictable.

## CASE STORY



#### RESULTS:

- Quantifiable increase in customer satisfaction scores
- Improvements in leadership multi-rater scores and annual reviews
- Systematic activation of values throughout the organization

#### WHAT WE DELIVERED:

- Entirely customized, leader-led program designed to drive a culture change and enable all employees to filter their daily transactions through the lens of the customer
- Co-created leadership development program that blended live, live on-line and digital learning designed to enable leaders to up-skill and harness their teams

#### AUDIENCE:

- **Customer Centricity** – 9,000 employees from Senior Leaders to Frontline Agents, across 54 countries
- **Leadership Development** – 700 front line leaders from around the globe



This program was exceptionally well-designed, pilot phase has confirmed strong impact on participants in intention to change attitudes / behaviors with applying specific personal actions to positively influence customer satisfaction. They helped us to train local ambassadors across the globe to make Customer Centricity attitudes part of our culture. We look forward to continuing our successful partnership with EF in the future.

**Pavel Galantsev**, Corporate Direction of Customer Experience  
**MICHELIN GROUP**



### Customer Centricity in Action Programs

