

# Customer culture

	Any role	Intermediate	Manager
1	Who is our customer? End customers and direct customers Definition and purposes External needs and internal needs Experience and contact The corridor we make customers go through: how important is it?	Who is concerned with CC in the company? Who benefits from the fruit of our work? End customers and direct customers From Direct Marketing to Customer Culture Definition and purposes External needs and internal needs The corridor we make customers go through: how important is it?	
2	The context The dynamics Pre-action and reaction Maintain effectiveness and efficiency	Case study to understand the dynamics Saturated markets: is it worth it? Create new areas Pre-action and reaction	
3	Our seat in the corridor The common language The interdependencies How to tell if it works	Customer Experience Daily work and internal / external needs Which points to guard	
4	The Clarity The environment in which our product / service is used Easy to decide Know what to do Habits and integration Long-term benefits	The customer perspectives The environment in which our product / service is used Easy to decide Know what to do Habits and integration Long-term benefits Efficiency Vs satisfaction Competition: how to behave?	
5	In the company and in one's role The fruit of our work: where does it go? Shared responsibility How much to involve the customer? Target customer: Characteristics or use?	In the company and in one's role Responsibility and degree of participation How much to involve the customer? Target customer: characteristics or use?	
6	Essential and urgent needs: how to prepare? How accessible are we? How? The flow / corridor: does it flow? Base, optional, alternative What to ask to understand How to keep the corridor adequate	Essential and urgent needs: How to prepare? How accessible are we? The flow / corridor: Does it flow? Base, optional, alternative What to ask to understand How to keep the corridor adequate	
7		Involve colleagues The daily vision Knowing how to decide Knowing how to prioritize Contact and complementary departments Personal, departmental and business goals	
8			Customer Culture companies Guidelines Methods Vision
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