

**T I M E**

**OF COMPETITIVE ADVANTAGE**

*(visible)*

**DEVELOPMENT**

*(unvisible)*

**Resultados**

**Cultura do cliente**

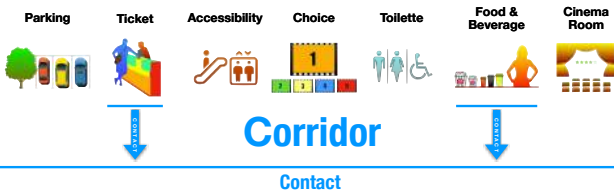
# Customer Culture



Traga a cultura do cliente para toda a empresa.

## Customer EXPERIENCE Customer CONTACT Customer CORRIDOR

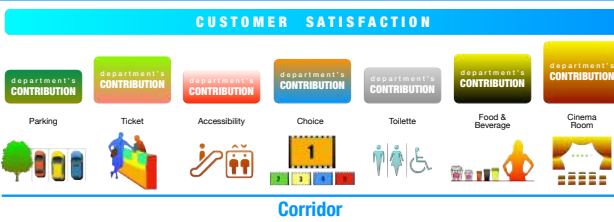
### Experience



Construa a experiência do cliente com opções e alternativas de contacto.

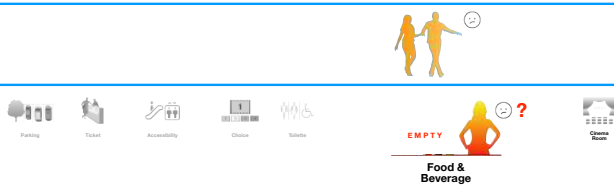
## Customer EXPERIENCE Customer CONTACT Customer CORRIDOR

### Experience



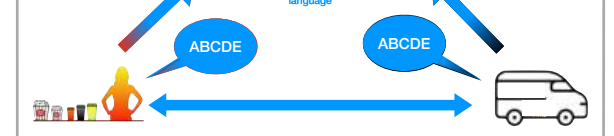
Crie um corredor que deixe claro o seu contributo para cada departamento.

## Corridor - Experience - Contact

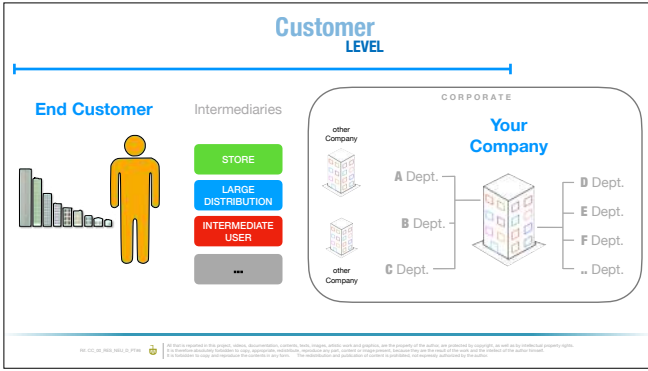


Nem sempre é fácil satisfazer o cliente: as complexidades e dinâmicas internas podem dificultar.

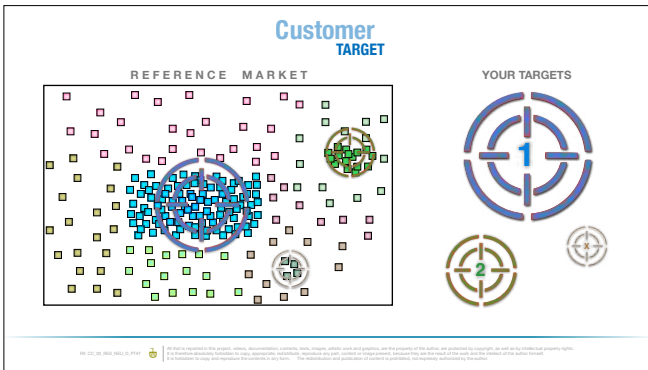
## CUSTOMER language



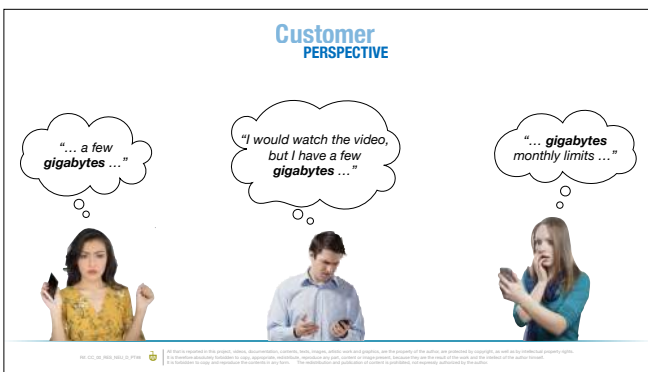
Utilizar a linguagem do cliente como modalidade comum dentro e fora da empresa.



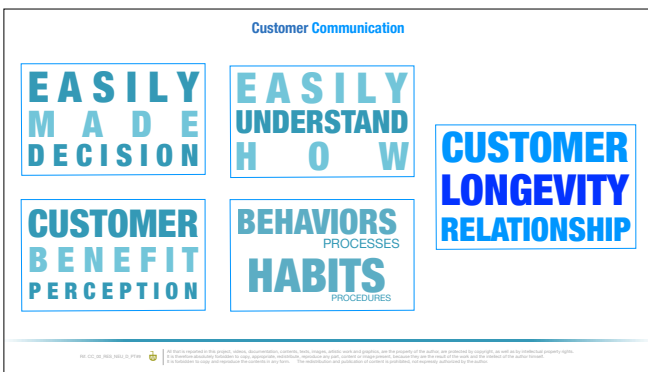
Tenha claro quem é o verdadeiro cliente final do nosso trabalho. Dependendo da função, pode não coincidir com a final, mas ser uma figura intermédia interna ou externa.



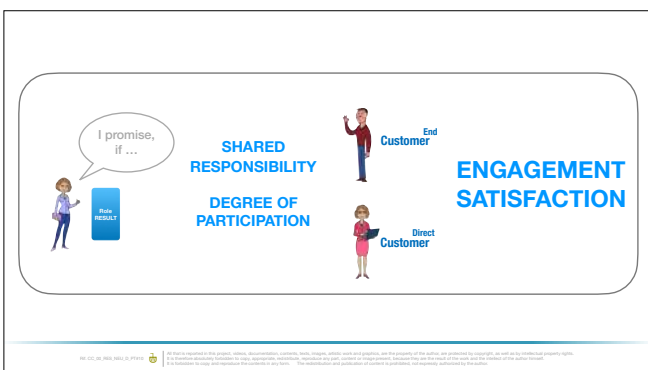
Ter uma organização por objetivos principais: métodos uniformes na gestão externa e interna da nossa empresa.



Imagine a perspectiva do cliente: os seus pensamentos sobre o que lhe oferecemos.



Comunicação que facilita a escolha dos nossos produtos e serviços e a compreensão da melhor forma de os utilizar para um relacionamento satisfatório e duradouro.



A responsabilidade partilhada determina o grau de participação que impacta positivamente o envolvimento e a satisfação do cliente.



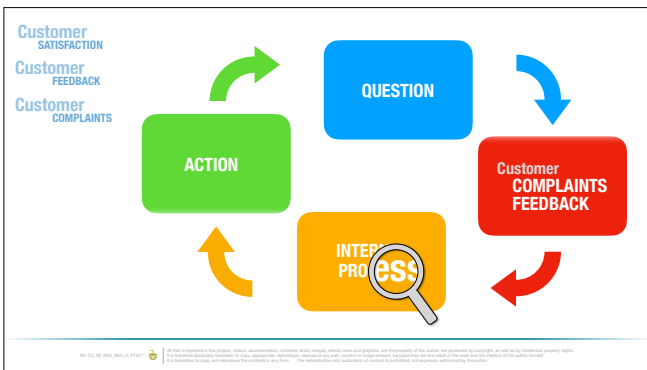
Customer EXPERIENCE Customer ACCESSIBILITY

PHONE NUMBER XXX-XXX-XXXX

Customer ACCESSIBILITY

Small text at the bottom: We warrant in respect of the product, unless accompanied by a certificate, that it complies with the description and the quantity of the material, and is fit for the purpose intended, as well as the standard industry practice. The Customer is responsible for any damage, including any loss of profit or consequential damage, caused by the use of the product, and for the safety of the product. The Customer is responsible for any damage, including any loss of profit or consequential damage, caused by the use of the product, and for the safety of the product.

Ser facilmente acessível: certifique-se que o cliente nos encontra principalmente se estiver em dificuldades.



Reclamações repetitivas e significativas para o cliente devem ser consideradas e ajudar-nos a intervir de forma correta nos nossos processos internos, sempre que possível.

Competitors

Running after  
Following  
Monitoring

Running after  
Customer Satisfaction

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Interprete a dinâmica do mercado da melhor forma possível.

Grégoire Chové *(only Manager and Intermediate)*

Currently investor and board member in new market realities

Previously Managing Director Europe

Previously General Manager

Previously Manager in various company functions

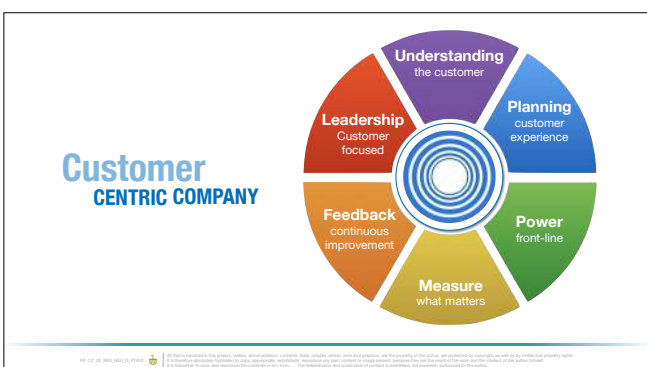
Business dynamics expert

Long-term viewer

High vision focused on the customer

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O testemunho de um gestor europeu explica como viver diariamente a centralidade no cliente. Reservado para gestores e intermediários.



Para uma empresa verdadeiramente centrada no cliente, precisa de:

- uma gestão fortemente focada no cliente
- elevado entendimento das necessidades do cliente
- uma experiência do cliente planeada e projetada
- pessoal de contacto e ferramentas de alto desempenho
- medições para poder decidir o que é melhor fazer
- feedback dos clientes para melhoria contínua



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and  
intellectual  
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