How a cultural transformation program helped propel an airline to #1 in Europe
What is a customer-centric culture?

What challenges do large organizations face in culture transformation?

What plan does actually work?
People will forget what you said, people will forget what you did, but people will never forget how you made them feel.

"Maya Angelou"
What challenges do large organizations face in culture transformation?

- Lack of resources and pressure to fulfill tasks instead of taking care of the relationship with customers
- Short term view with short term objectives
- Pledge to customers not present in strategy and leadership behavior
- Lack of communication and coordination across departments, silo thinking
- Process- and task focused, not designing from customer journeys
- Investments focused on technology, not on people
- Old structure thinking in organization charts
- VoC programs focused on measuring KPI’s, not on listening to customers
- No common understanding of what a customer centric culture is, once the “project” is finished no sustainability
Start by doing what is necessary, then do what is possible, and suddenly you will find yourself doing the impossible.

St. Francis of Assisi
CASE STUDY

Satisfaction

Recommendation

Engagement

Relevance
Thank YOU very much for your attention!
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