



Customer Centric Leadership

*Cultural
Transformation*



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Overall Objective:
to deliver customer and
shareholder value through
superior execution, customer
understanding, and
contemporary practices



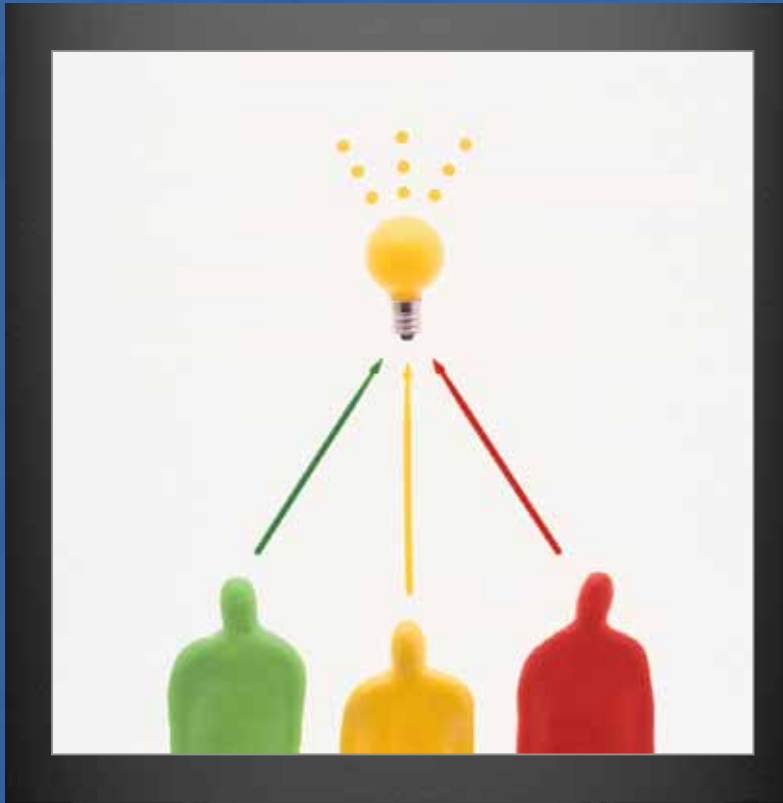
Principles for Creating a Customer-Centric Company

- Flexibility for upgrading processes and capabilities while demonstrating results and progress
- Organizational alignment from the customers' view





Principles for Creating a Customer-Centric Company

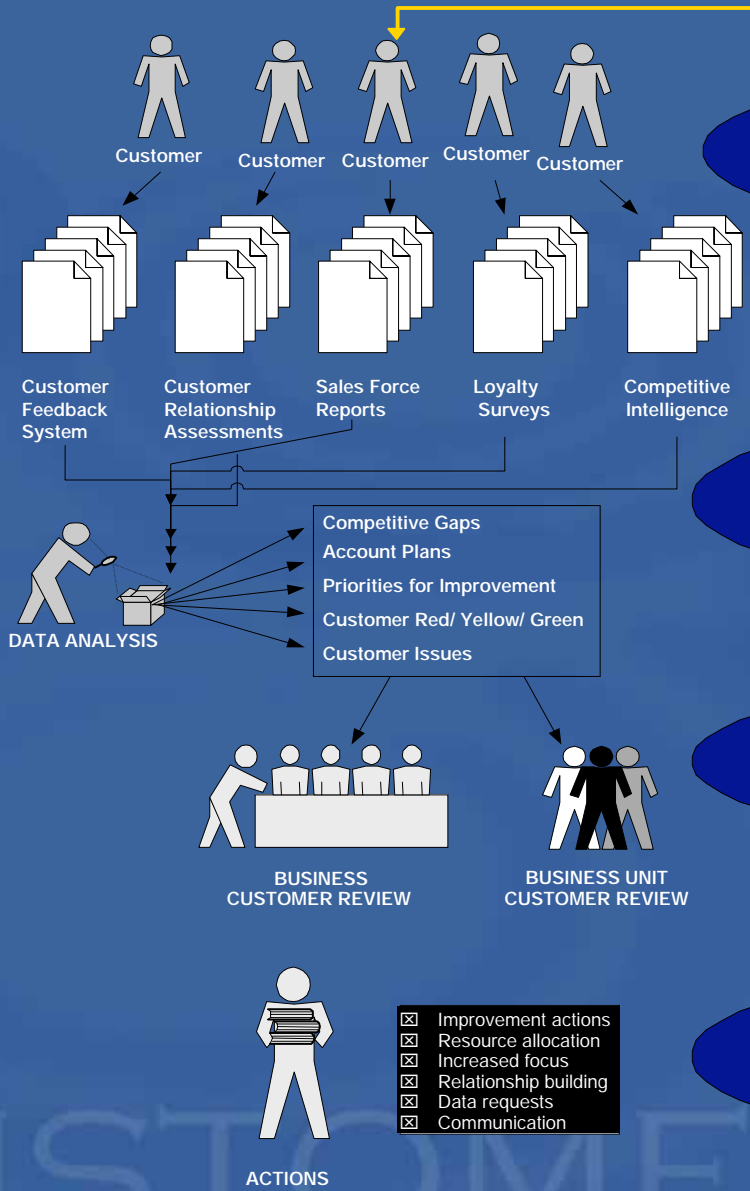


- Senior leadership responsibility for progress and results
- Aligned and integrated with current efforts, including strategy development, goal alignment, and Six- σ



CUSTOMER INTEGRATED SOLUTIONS

Voice of the Customer
Management Process @ Work



1. Gather Customer Information

2. Integrate Customer Information

3. Drive Progress and Actions

4. Change Performance and Feedback

Feedback

Results

Growth



Organizational Models for Creating Customer Centricity

- Corporate mandate and management
- Business unit autonomy
- Process experts/infrastructure
- Exploit key tools





Hazards for Driving Customer Centricity

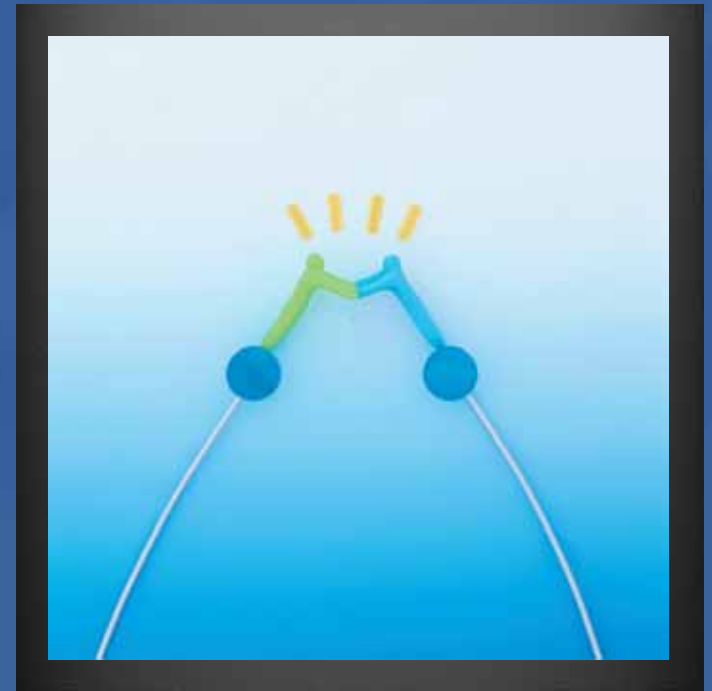
- Searching for the silver bullet measurement
- Customer management outside of executive management system
- Inadequate Voice of the Customer methods
- Premature linkage of metrics and compensation
- Dissatisfaction prevention





Driving Customer-Centric Change

- Visible champion
- Burning platform with buy-in
- Clear roadmap
- Change agents and process leaders
- Building with existing processes and systems
- Success measures
- Relentless, sustained pursuit





Customer Centric Leadership

*Honeywell Aerospace
in Action*



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