



# CASE STUDY.

## CUSTOMER CENTRICITY IS A CHOICE.

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It starts by doing one thing a  
little better every day

“ | *It begins with me and what I can do to make a difference*

## GOAL.

**Making a difference for customers and each other every day.** As part of their Xcelerate Academy, a large insurance company wanted to focus on making the organization more customer-centric.

The aim was to mobilize the organization around four core behaviors with a direct impact on customers:

- Ownership
- Trust
- Customer and brand excellence
- Collaborative leadership

The first step was to make people aware and involve them in the movement around the customer.

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## APPROACH.

EarlyBridge has designed a program around five objectives:

- Increasing empathy for customers and partners
  - Creating awareness about the impact of situations at customers
  - Strengthen the belief that every person can make a difference
  - Increase the “company pride”
  - Creating ownership for the customer and the customer experience
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## CUSTOMER CENTRICITY AS THE BACKBONE.

More than 400 participants in the Netherlands, Belgium and Luxembourg followed the program in small groups. The program was designed to take people on a journey through customer centrality to create awareness about what it is and how they can contribute.

Through a combination of theory, storytelling and well-designed exercises, participants were led to a climax, at which they gave their commitment individually and as a group to the goal.

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## RESULTS.

Participants are aware of their role in customer centrality and are engaged in the customer centrality

**NPS  
+45**

## CUSTOMIZED PROGRAM DESIGNED FOR RESULTS.

Through a combination of theory, storytelling and well-designed exercises, participants were led to a climax, to individually commit to do one thing a little better every day.

The program scored an NPS of +45 on average and has been rolled out in Belgium, the Netherlands and Luxembourg for Dutch, French and German-speaking participants.

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## CRITICAL SUCCESS FACTORS.

### **Strong design**

The program has been developed to appeal to people at organizational, team and individual levels, with a good balance of theory and interactive exercises.

### **Inspirational content**

The use of storytelling and recognizable cases inspires participants and invites them to share their own experiences.

### **Interactive format**

Exercises are designed to take participants from the organizational level towards personal ownership for the customer and the customer experience.

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## ABOUT EARLYBRIDGE.

**EarlyBridge** sets organizations in motion. We build bridges between people, between leaders and their teams. Because results start with people. EarlyBridge develops and implements leadership and team development programs. We help organizations, teams and individuals break out of ineffective patterns and break through to new levels of performance. Through a combination of advice, training, and coaching, we translate strategy into action through a combination of theory and practice to contribute to sustainable behavior change.