

# Who really needs a CX culture?

Presented by:

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## Customer First Culture

Clan or Collaborative Culture

Strong Leadership Culture

Adhocracy or Creative Culture

Role-Based Culture



Hierarchy or Control Culture

Market or Compete Culture

Task-Oriented Culture

Purpose Culture









- **Executive Attributes and Attitude**







- **Hire Right**



- Hire Right
- **Onboarding**



- Hire Right
- Onboarding
- **Associate Engagement**



- Hire Right
- Onboarding
- Associate Engagement
- **Training & Development**



- Hire Right
- Onboarding
- Associate Engagement
- Training & Development
- **Communicate & Listen**



- Hire Right
- Onboarding
- Associate Engagement
- Training & Development
- Communicate & Listen
- **Empower**



- Hire Right
- Onboarding
- Associate Engagement
- Training & Development
- Communicate & Listen
- Empower
- **Celebrations**







- **Make them Win/Win**



- Make them Win/Win
- **Client/Customer Engagement**





- **Understanding**



- Understand
- **Design**



- Understand
- Design
- **Orchestrate**



80% of companies believe that the experiences they provide are “superior.”

8% of customers describe their experiences with the same companies as “superior.”

92% as not.



Thank you.

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