

BENEFITS OF IMPLEMENTING THE MARKET RESPONSIVENESS INDEX (MRI™)

1. Momentum, Engagement and a New Mindset

- It will create focus and momentum for a Customer Obsession initiative across the business and can be used to drive the embedding process.
- Engaging employees in the process is crucial to success
- The act of taking the survey makes employees reflect on their own work and helps impact their mindset.

2. Measurement

- It is designed to provide the basis for benchmarking and measuring progress on those customer focus behaviours that drive customer satisfaction, advocacy, revenue growth, profit margins and customer focused innovation. It will also direct action plans for individual managers to drive improvements.

3. Gain Insights

- Hear directly from employees on the key issues holding the organisation back from being more customer-centric in specific areas and across the entire business.

4. Tangibility and Communication

- It makes customer culture and customer obsession tangible for all staff by identifying relevant activities that support business strategies. Through its methodology and measurement process it facilitates communication of clear priorities.

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5. Gain broad employee involvement

- It provides staff with an opportunity for input and direct engagement in Customer Obsession initiatives and a forum for agreeing the actions to be taken and a feeling that they are a key part of the journey and contributing to its success.

6. Build a common language across the Business

- It also acts as a tool for ensuring staff within the business “get it” and develop a common language and behaviours from Customer Obsession initiatives. It forms the basis for ongoing discussions and actions deep within each functional group which is where the ultimate success in embedding customer culture will be determined.

7. Accountability

- It provides customer focus behaviours that can be included in the Key performance Indicators of managers and their teams.

8. Benchmark

- It provides the organization with a benchmark against some of the world’s most customer centric organizations. How you compare with companies like Amazon, Apple, 3M and others included in the database. The current database includes more than 300 corporations globally across B2B and B2C and several hundred business functions and units.