

Future State Definition

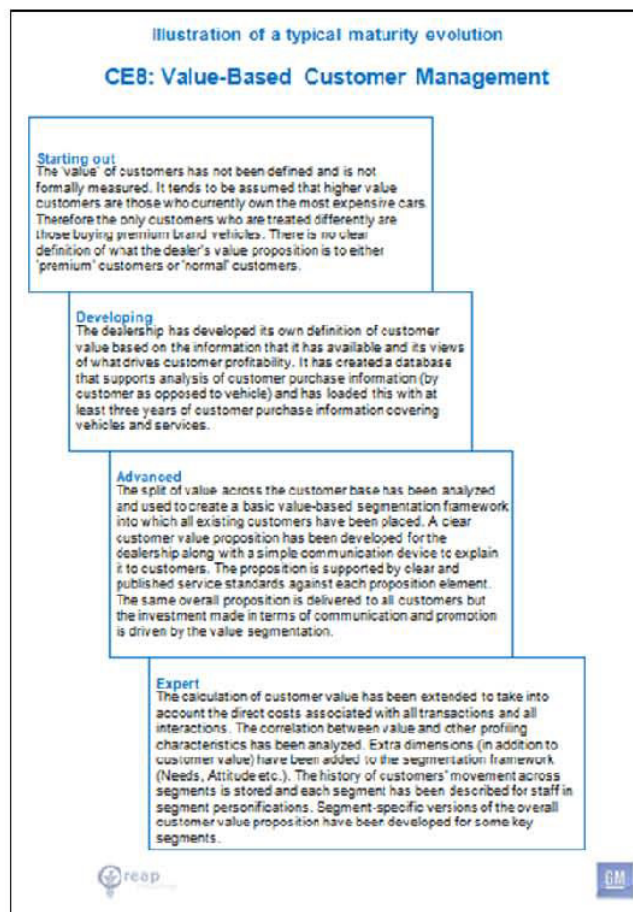
Creating alignment about the outcomes you are aiming to achieve

To operate to its full effect The Customer Framework™ approach needs very clear and detailed input on the desired capability levels required by the organisation at the end of the programme period.

We normally avoid asking senior managers and busy operational people about whether they do or do not see themselves delivering each one of hundreds of individual capabilities.

Our approach is to talk in Business Outcomes. These are concepts that business people can easily grasp and make a judgement on the importance that they attach to each outcome. We also illustrate the 'art-of-the-possible' whenever we are asking people to think about future capability.

The Customer Framework™ toolset has all the linkages from the thirty or forty desired business outcomes back to the individual capabilities that will need to be developed or upgraded from the current state is delivered back in a series of Desired Maturity Statements for the Senior Management team to sign off and to then drive the rest of the engagemer



Required outcomes				
All staff will have access to core information on every customer for every product in their market.	Completely	Substantially	Partly	Not At All
All staff in 'selling' roles will know what is the most attractive product to sell the customer next	Completely	Substantially	Partly	Not At All
The organisation will be placing a financial value on its customer information in its corporate reporting	Completely	Substantially	Partly	Not At All
Customers will be able to update personal information digitally for all products held in one intervention	Completely	Substantially	Partly	Not At All

The Customer Framework™ is a portfolio of Tools, Replicable Methodologies and Unique Intellectual Property deployed by a network of Expert Practitioners who support large organisations in delivering their Customer Management activity effectively and efficiently.

It is based on an ethos of robust but lean solutions to client challenges backed up by thought leadership, constant innovation and validated best practice from across the globe. Every tool and methodology has been used multiple times in blue-chip clients. They integrate around a widely accepted model of customer management and a flexible deployment process.

