

**Cambridge Judge Business School
Executive Education**

4-5 April 2019

BUILDING CUSTOMER- CENTRIC ORGANISATIONS

Develop consumer insights, empathy and a organisational structure that allows you to focus on customer needs consistently over time.



**UNIVERSITY OF
CAMBRIDGE**
Judge Business School

ExecutiveEducation



Programme summary

To be truly customer-centric and market-driven, a company or organisation (profit or nonprofit) should develop the capability to sense and respond to the changing needs of customers in the market.

This programme helps participants to foster a customer-centric approach within their organisation, one that responds to changes in the marketplace. By the end of the programme participants will understand how to obtain customer insights through customer analysis that would help in the creation of a superior value proposition.

Participants will critically assess how to remain customer-centric by organising the organisation around the objectives of its customer strategy in a way that aligns various functions (e.g. operations & marketing) as well as tactics (i.e. marketing mix) with the over-arching strategic vision.

Through knowledge sharing and action-based learning the participant will be able to obtain a fundamental understanding of how to build and sustain a customer-centric organisation.

Coverage of topics:

- Frameworks to develop and remain customer-centric
- Understand how firms maintain or lose their customer focus
- How to derive customer insights from consumer behaviour to create effective value propositions
- How to develop customer empathy
- How to avoid pain points for customers
- Customer relationship management and customer lifetime value
- Organisational design for strategic alignment
- Customer-centric B2B organisations

Who is this programme for?

This programme is designed for senior executives, marketing professionals and entrepreneurs wanting to enhance their knowledge of customer focused leadership and the impact of customer insights on decision making and strategy. Learn how to take a multi-functional approach to align organisation with customer strategy that will expand your ability to work across the organisation.

Dates and fees

4-5 April 2019

The programme fee is £2,300 (exclusive of VAT). Fee includes instruction, materials, lunches and refreshments.

Faculty

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For more details please visit:
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