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How to retain and grow your customers?

The PRISM Customer Centricity Scorecard[®]

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Extensive research has confirmed the advantages of customer centricity as a strategic orientation and a competitive discipline. Companies realize its impact on business performance and face the challenges of managing it.

Techniques are available to facilitate this. Yet none claim a holistic approach.

This is why PRISM created the Customer Centricity Scorecard. The focus of this tool is to provide the customer view of the organization's capabilities. And plug it into existing frameworks

The Scorecard provides added value through its built-in compatibility with existing frameworks and diagnostics tools, by measuring the critical value of the customer perspective on internally assessed capabilities.

This Scorecard is used by executives:

- To do a rapid reality check before embarking on programmes
- As a component of a full, in-depth customer centricity audit
- To add customer-centric KPIs (key performance indicators)
- To follow up major customer centricity assessments
- To equip customer-facing teams with necessary insight



The PRISM Customer Centricity Scorecard®

The establishment of Customer Relationship Management (CRM) as a mainstream business concept brought about a wide range of methods and tools attempting to measure customer relationships. Customer satisfaction, loyalty and experiences are assessed routinely across industries by tools that focus internally on performance or capabilities.



PRISM has extensively used one of the best frameworks on the market, supported by the award-winning assessment tool CCDirector™ by UK firm Round.

Following market demands to apply the capability principles in Round's framework from an external, customer perspective, PRISM developed the Customer Centricity Scorecard.

Behind its apparent simplicity and rapid, effortless implementation is an advanced analytical method ensuring accuracy and result reliability. The Scorecard uses very intuitive and clear visualization to enable instant interpretation and support critical decisions by business users.

The results from this Scorecard can be used standalone or in combination with other tools.

It provide a customer perspective on the critical enabler areas of:

- (1) **Business Journey:** The mission, vision and values determining a firm's strategic direction
- (2) **Customer Strategy:** What a company does to manage different types of customers differently across various touchpoints and through the customer's lifecycle
- (3) **Organization Design:** How the company achieves a structure and culture that most effectively support the talent required to deliver the customer strategy
- (4) **Information Architecture:** How a company manages data and supporting technology required for the organization to deliver the customer strategy
- (5) **Performance Measurement:** How the company implements a balanced set of measures across the organization to drive continual change and improvement

