

CUSTOMER WHAT?

Customer experience competencies

Competency	1	2	3	4	5	6	7	8	9	10
Customer-centric culture										
Voice of the Customer, customer insight and understanding										
Organisational adoption and accountability										
Customer experience strategy										
Experience design, improvement, and innovation										
Metrics, measurement, and return on investment (ROI)										

1 = very low level of knowledge ←

→ 10 = very high level of knowledge