



# **your journey to customer centricity**



**Training Date:** 18/10/2022  
**Venue:** Centro Mada Hotel/Amman  
**Price:** 500 USD

[ileniavidili.com](http://ileniavidili.com)

**2022**

# Journey To Centricity

## Overview

Customers are evolving at a very fast pace. Their expectations, behaviour and buying power are shifting more than ever. Companies that don't understand what motivates customers will struggle to remain relevant in a highly competitive landscape.

To remain at the forefront, companies should transform their businesses into a customer-centric, digitally enabled and humanised organisation, capable of responding to customer expectations quickly and effectively. Today we need businesses that are willing to radically change, embrace a long-term, customer-focussed perspective, and are able to create value for all stakeholders.

This workshop will help you instil a customer-oriented vision from the C-suite beyond, to transform your day-to-day operations and culture through three pillars:

**Humanity, Technology and Culture.**

### **HUMANITY:**

Make your brand more human by embracing a higher purpose, an empathic human touch and earn trust.

### **TECHNOLOGY:**

Apply the necessary tools as enablers to ease of use, hyper-personalisation and innovation to improve your customers' lives.

### **CULTURE:**

Change old-style mindsets that improve your culture and fortify your brand to create a place where employees feel motivated, valued and appreciated.



## Learning outcome:

- how to enrich customer relationship
- how customer expectations are evolving
- how to create value for customers beyond selling products
- how to create strong customer relationships through empathy and trust
- how to establish a customer obsession culture
- how to empower each and every employee to create value for customers

## Learning style

Compelling presentation with high-end design



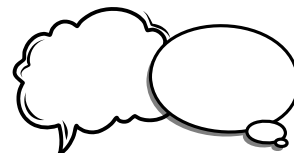
Interactive group activities



Case studies of world-class organisations



Open discussions and brainstorming sessions





## Session 1: Background

- product centricity vs customer centricity
- customer expectations continue to evolve



## Session 2: Humanity

- what is customer value and how can we deliver it to our customers?
- how can you be a more trustworthy brand that customers want to buy from over and over
- design customer experiences from the customer perspective
- case study of world-class organisation



## Session 3: Technology

- use customer insights to create personalised customer experiences
- remove frictions from your customer journey to enhance customer relationships
- ensure innovation in your customer-brand interaction
- the role of digital in customer experience
- case study of world-class organisation



## Session 4: Culture

- embed a customer-centric culture across the company
- define your values and beliefs. Do they shape a strong customer-centric culture?
- empower employees to create customer engagement
- your role in your customer-centric organisation
- case study of world-class organisation



## Session 5: It's a wrap!

- topic debate
- brainstorming
- what's next?
- your CTA

# ABOUT



I am a passionate customer centricity advisor, author and keynote speaker. I have been advising the most successful and forward-thinking companies on how to make customer centricity their competitive advantage. I've inspired leaders and C-level executives of the likes of **Coca-Cola, L'Oreal, Savills, Harrods.**

Having lived and worked in many countries, I hold a global perspective on today's crucial business challenges. I believe that there has never been a more critical time to be customer-centric and I advise decision makers to connect their minds and hearts when leading businesses. Driven by bringing humanity to business, my mission is to see a brighter future where companies embrace a higher purpose, create value for all stakeholders, and contribute positively to society.

I am the author of "**Journey to Centricity: a customer-centric framework for the era of stakeholder capitalism**", a timely roadmap for leaders to transform outdated business practices into truly customer-centric companies of the future.



CONTENT OVERLOAD

# CUSTOMER EXPERIENCE ADVISOR



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ASTER  
GROUP

BREMONT  
CHRONOMETERS



Thanks to Ilenia's online book presentation we got inspired on customer centricity and important pillars of humanity, technology and culture.

**Elke Van den Hout -  
Culture Change Manager at KLM Royal  
Dutch Airlines**

"Ilenia is incredibly engaging, inspiring and motivating. Her passion for customer-centricity shines through. Her talk was full of best practices and insights. I walked away with so much from it

**Steve Spiro -  
CEO at Halotherapy Solutions**

"I would not hesitate to recommend Ilenia as speaker, she is an incredibly natural and engaging orator and exceptionally knowledgeable within her field. She was a great asset to the conference agenda and a genuine pleasure to work with."

**Pete Swift -  
Managing & Research Director at DIGIT**

# SPEAKING KING REVIEWS

"Ilenia truly is a master of customer experience. Her insights are spot-on, and she brought our audience so much in just an hour! If you need someone to speak about customer experience, reach out to Ilenia."

**Aaron Polmeer – President &  
Chairman of International  
Association of Digital Marketing**

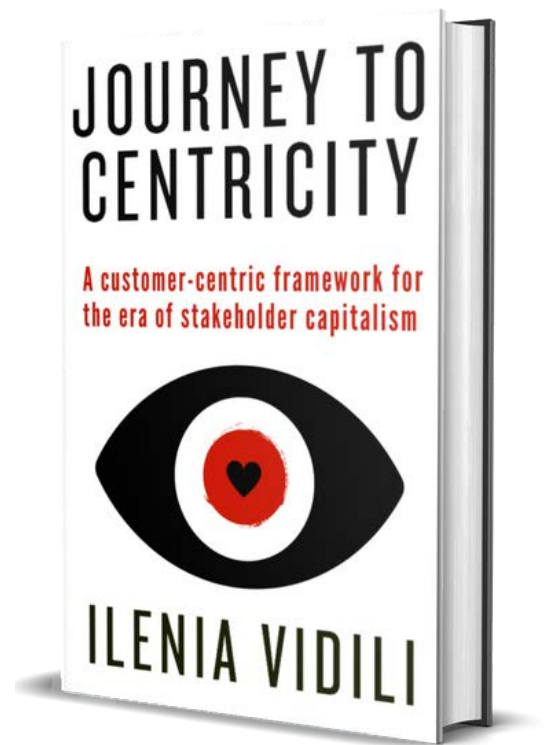
"One of the highest-scoring talks at the event, I will definitely be having Ilenia again."

**Jack Richards -  
Conference Manager Richmond Events**



# THE BOOK

[READ MORE](#)



Interviews with 17 high-profile individuals including customer centricity authorities, senior executives of world-class organisations and renowned university professors.

1

How consumer behaviour and expectations, especially those of Millennials and Generation Z, are shaping the very fabric of society and business.

2

How to be a more human brand with a long-term customer-centric perspective, to have a positive impact in the society we are part of and to be relevant in tomorrow's world.

3

4

How to be a human-centered leader able to build bridges between boardrooms and employees, and employees and customers.

5

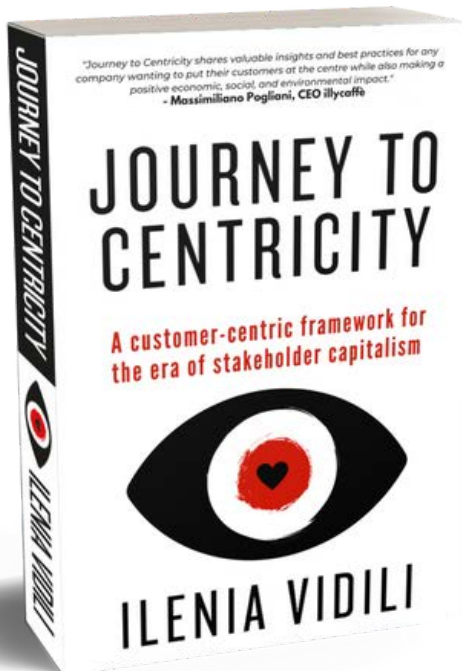
Why running a company through the lenses of product centricity and excessive tech automation destroys customer relationships. What can we do about it?

6

Why shareholder value maximisation is detrimental for customer centricity, and how to shift to stakeholder value maximisation.



# PRAISE



“

Ilenia Vidili points out important and urgent tasks for all business leaders to act in the interests of their stakeholders. Her fresh approach to customer centricity is a clear movement towards the necessary focus on sustainable business and customers' increasing demand for it. Every business leader should read this book!



**Marco Gazzino**  
Head of Innovability®, Enel X

“

The only way to become a customer-centric company of the future is to change old practices and mindsets. In Journey to Centricity, Ilenia shares valuable insights and best practices for any company wanting to put their customers at the centre while also making a positive economic, social, and environmental impact.



**Massimiliano Pogliani**  
CEO illycaffè

“

In Journey to Centricity, Ilenia Vidili not only outlines why it is so important to become more customer-centric, she also provides practical ways to create a more customer-centric organisation. Her lucid explanations and examples bring the new age of customer capitalism to life.



**Rob Markey**  
Senior Partner at Bain & Co and co-creator of the Net Promoter System®

“

In her book, customer-centricity fellow Ilenia Vidili delivers a new lens for leaders to view their customers with empathy - the foundation for sustainable customer-centric approach.



**Alex Allwood**  
Customer Experience expert and author of Customer Empathy

“

Journey to Centricity gives a fresh and powerful message for timeless topics of this business era. By combining best practice from the world's top organisations with extensive research, this book will help you better understand how to be the disrupters of the future.



**Tim Heldmann**  
Former CMO, Polestar

“

All leaders are ultimately responsible for achieving results. This book shares practical examples and best practices, helping leaders across the world to become better. Journey to Centricity is full of insights into how to inspire and engage employees, retain customers and increase revenue.



**Victoria Roos Olsson**  
Senior Leadership Consultant at FranklinCovey

“

The world is ever changing, and customers continuously demand that businesses change with it. This book can help you understand how the world of business is changing, why it's changing, and what you need to do about it. A must-read!



**Andrea Isola**  
General Manager, N26 Italy & Southeast Europe

**MORE PRAISE...**

# REGISTRATION

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Center Manager



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**THERE HAS NEVER BEEN A MORE  
CRITICAL TIME TO BE  
CUSTOMER-CENTRIC**

