

Customer-Centricity Council Meeting Agenda

Use this meeting agenda to truly create a customer-centric culture in your organization.

Remember to address the issues parking lot at the end!

I. Warm Up - Customer Storytelling (5 mins.)

1. Each attendee shares a customer story that highlights customer experience successes and/or challenges.
 - Voice of the Customer, Client Advisory Boards, executive interviews with customers, and other feedback sources can be mined for these stories.

II. Goal Review - Review CX Vision (5 mins.)

III. High-Level Rock Review (5 mins.)

1. Is each rock on-track, or off-track?
2. If off-track, add to the Issues Parking Lot.

IV. Metrics Review (25 mins.)

1. Progress on key metrics: Net Promoter Score, Customer Effort, Employee Engagement/eNPS
 - Are we moving in the right direction?
 - If not, add to the Issues Parking Lot.

V. Issues Parking Lot

1. Together, develop a list of issues that are impeding progress toward goals.
2. Prioritize issues in terms of impact and feasibility.
3. Discuss and resolve with the team.

Resource from the Growth Banking Email Course.
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