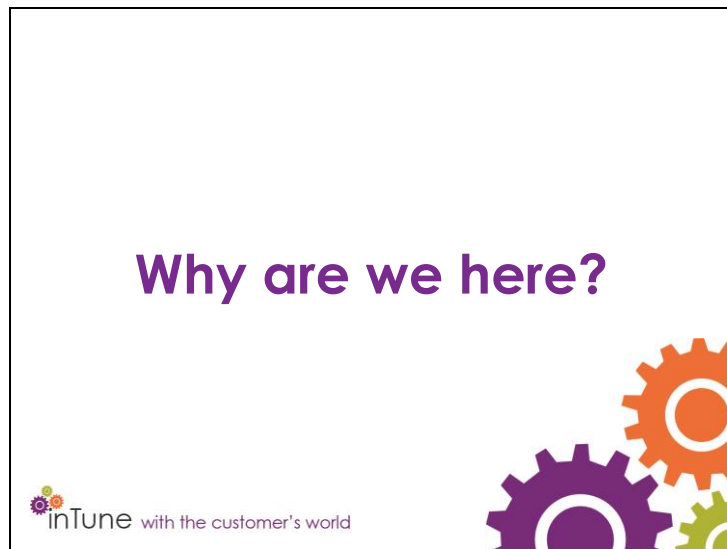




The Customer's World



Why are we here?


- Seeing things from the customer's perspective **helps** the transaction and the relationship
- By understanding our customer's point of view (their world) we can get **closer** to them
- By getting closer to them, we have more opportunities to deliver a **great** customer experience.

 inTune with the customer's world





**What are the benefits of
a great customer
experience?**



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Who are our customers?



The logo for 'inTune with the customer's world' is located in the bottom left corner of the slide. It features the word 'inTune' in a lowercase, sans-serif font, with a small cluster of four colored dots (purple, orange, green, and blue) above the 'i'. To the right of the text is the tagline 'with the customer's world' in a smaller, lowercase font. In the bottom right corner of the slide, there are three interlocking gears: a large purple one, a medium orange one, and a small green one.

What do we know about our customers?

- What problems do they face?
- List on a flipchart what is important to each customer type

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