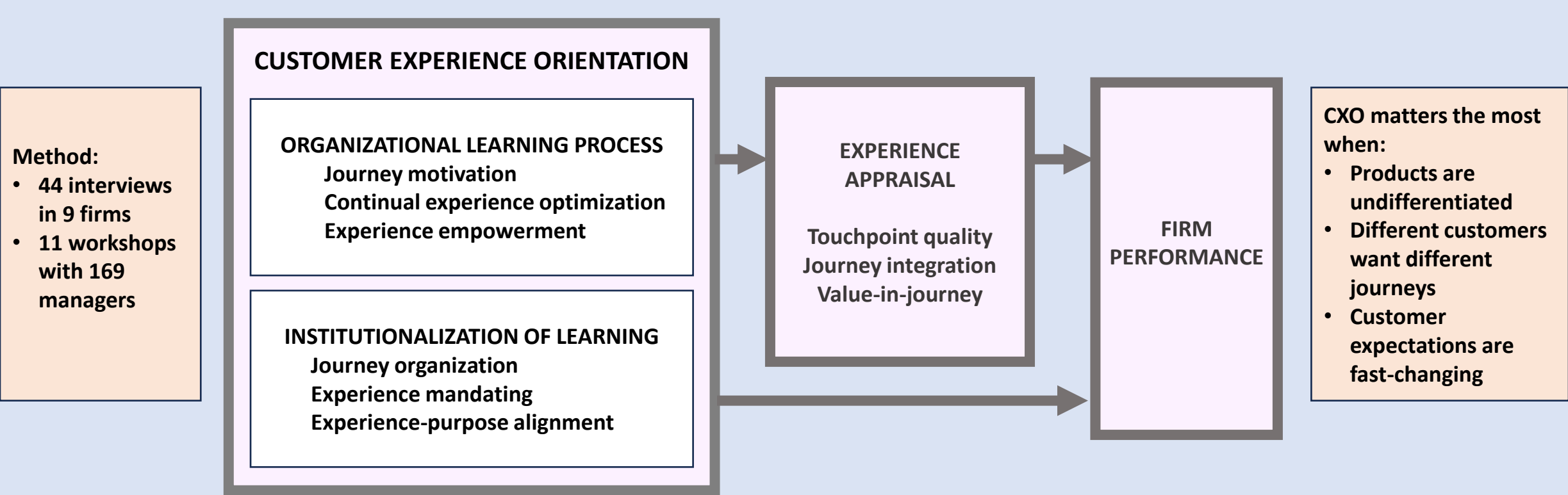


Customer Experience Orientation

A coherent, learning-based philosophy for organizational success

MANAGERIAL CHALLENGES:	What does great customer experience management look like?	What values and behaviors do leaders need to instil across the whole organization?
-------------------------------	---	--



LESSONS FOR MANAGERS:	1. Organize around goal-based journeys	2. Disseminate insight empathically	3. Treat journeys as always in beta
	4. Empower the front line to improvise, guided by purpose	5. Weave cost control into experience improvement	6. Lead by modeling journey-focused behaviors