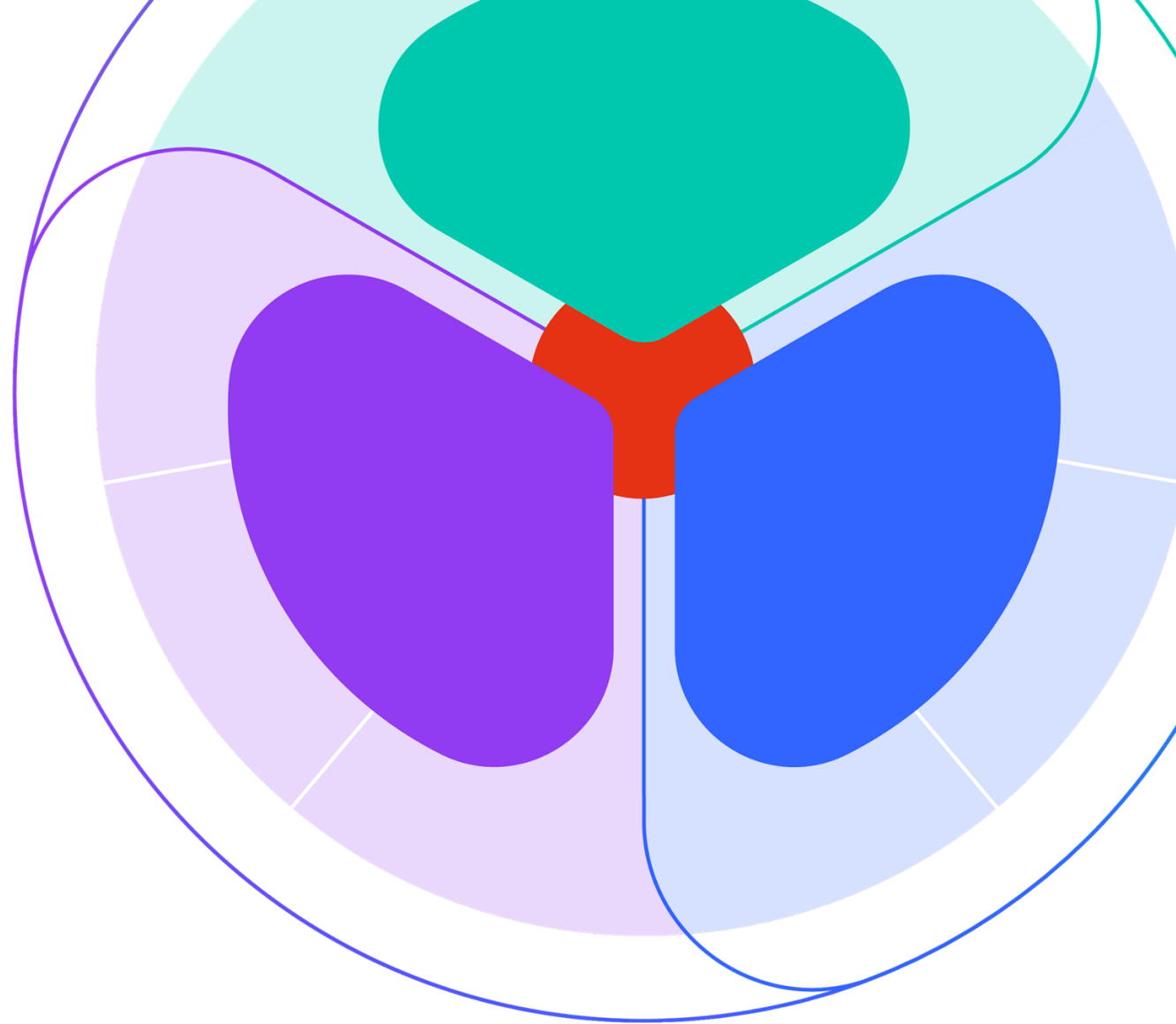


**LEAP
PARTNERS**

Customer Centricity Model

Becoming an organization
that is truly about the customer.



“The most important single thing is to focus obsessively on the customer. Our goal is to be the earth’s most customer centric company.”

Jeff Bezos

Thinking holistically is key to making customer centricity real

Customer centricity only creates real impact when it is embedded across all dimensions of the organization. It's not about isolated initiatives – it's the interplay between strategy, culture, and execution that determines whether customer focus becomes reality.

The LEAP Customer Centricity Model is based on insights from numerous client projects and reflects the recurring patterns, success factors, and barriers we've observed in practice.

It breaks down the key elements of customer-centric organizations into three core dimensions: **Management**, **Organization**, and **Operations** – and outlines five maturity stages along the transformation journey.

Use it to align internally, identify blind spots, and prioritize your next steps.



Customer Centricity Model

Maturity Stages

About LEAP

Customer centricity unfolds across three core dimensions

Management

Make customer centricity a management priority

Ensure that the customers and their needs are on the agenda of senior-management, part of your strategic agenda and measured like your P&L.

Operations

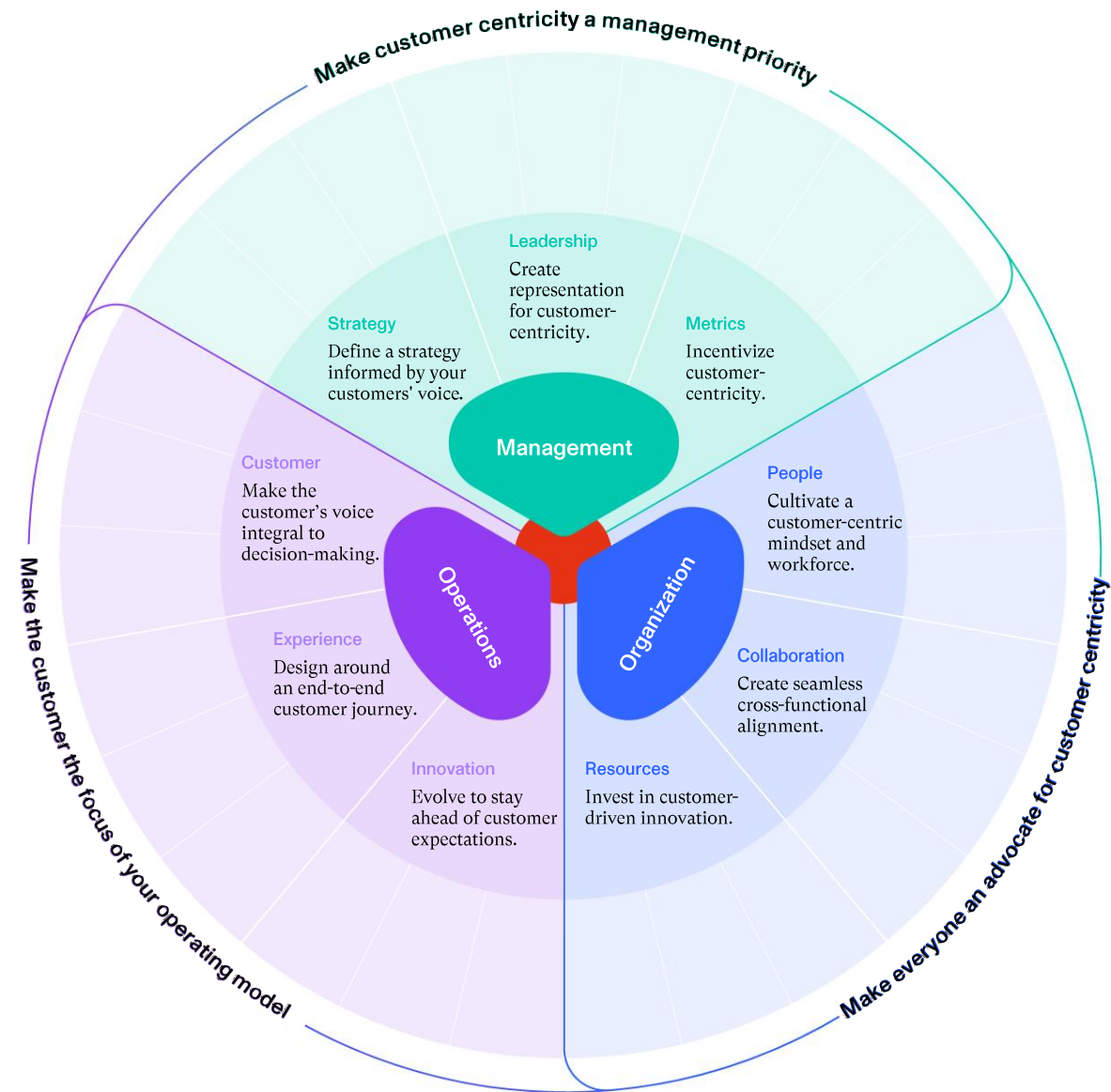
Make the customer the focus of your operating model

Apply an agile mindset, think beyond your product and systematically involve your customers in your way of working.

Organization

Make everyone an advocate for customer centricity

Enable your organization to care about your customers – by providing the right organizational set-up, resources, talent, and a culture that truly embraces customer centricity.



It all starts at the top: Leaders shape customer centricity by embedding it in strategy, advocating for it internally and externally, and measuring its impact with the same rigor as financial performance.

Strategy

Define a strategy informed by your customers' voice.

Including your customer in your vision-statement is the start and not the end. Move beyond statements and set concrete goals, actions, and investments that maximize customer value.

Leadership

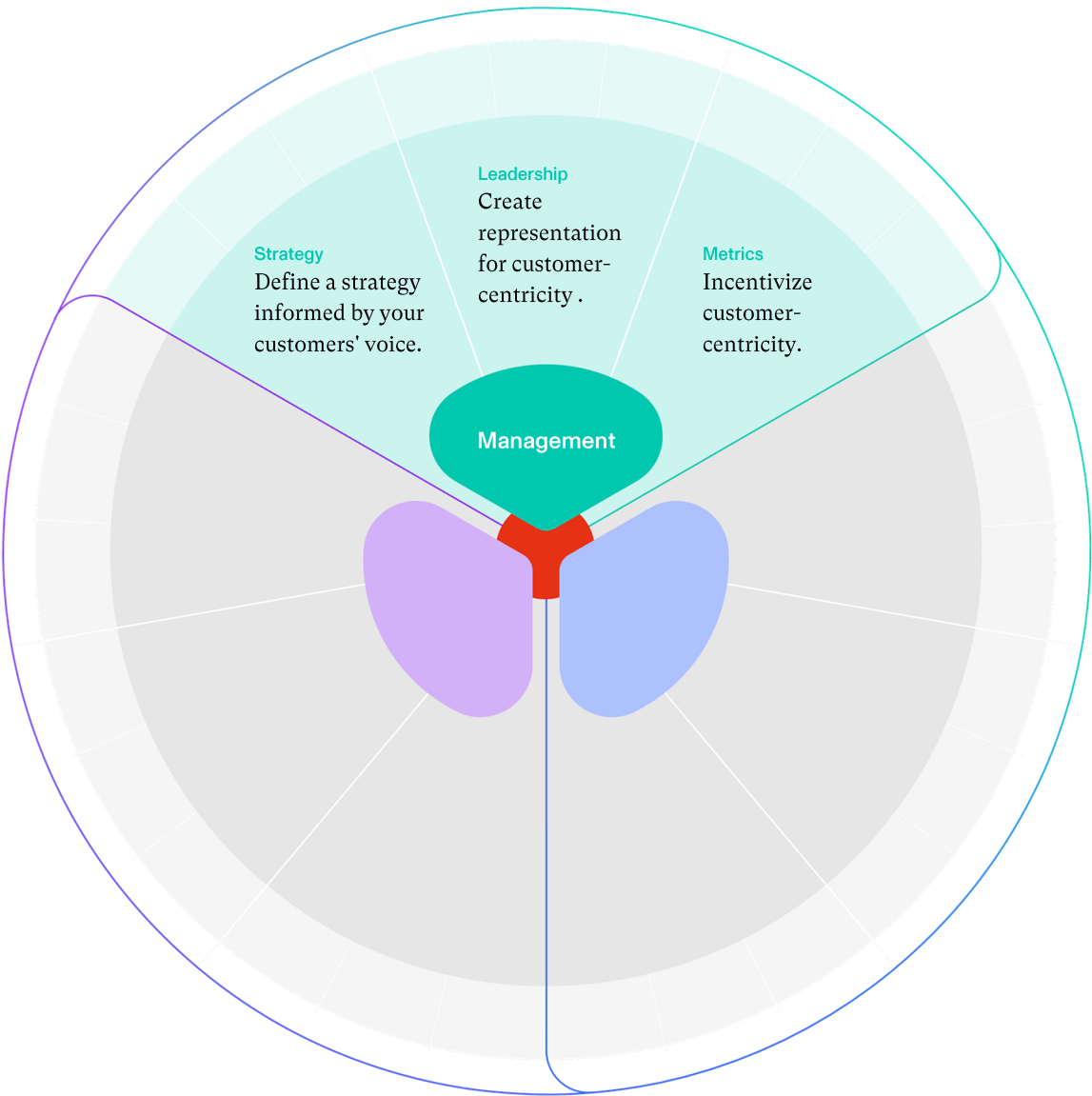
Create representation for customer centricity.

As a leader, you set the direction and amplify the customer's voice. Advocating internally and externally to be closer to customers sets an example for customer centric behavior.

Metrics

Incentivize customer centricity.

What gets measured gets prioritized. Embedding customer-centric metrics in performance evaluations creates accountability and ensures customer value translates into business success.



The right environment matters: Organizations enable customer centricity by fostering the right culture, enabling cross-functional collaboration, and providing the necessary resources to act on customer insights.

People

Cultivate a customer-centric mindset and workforce.

Hiring, developing, and rewarding employees who understand and prioritize customer needs is crucial. Therefore, foster a culture where empathy, curiosity, and customer insight drive decision-making at every level.

Collaboration

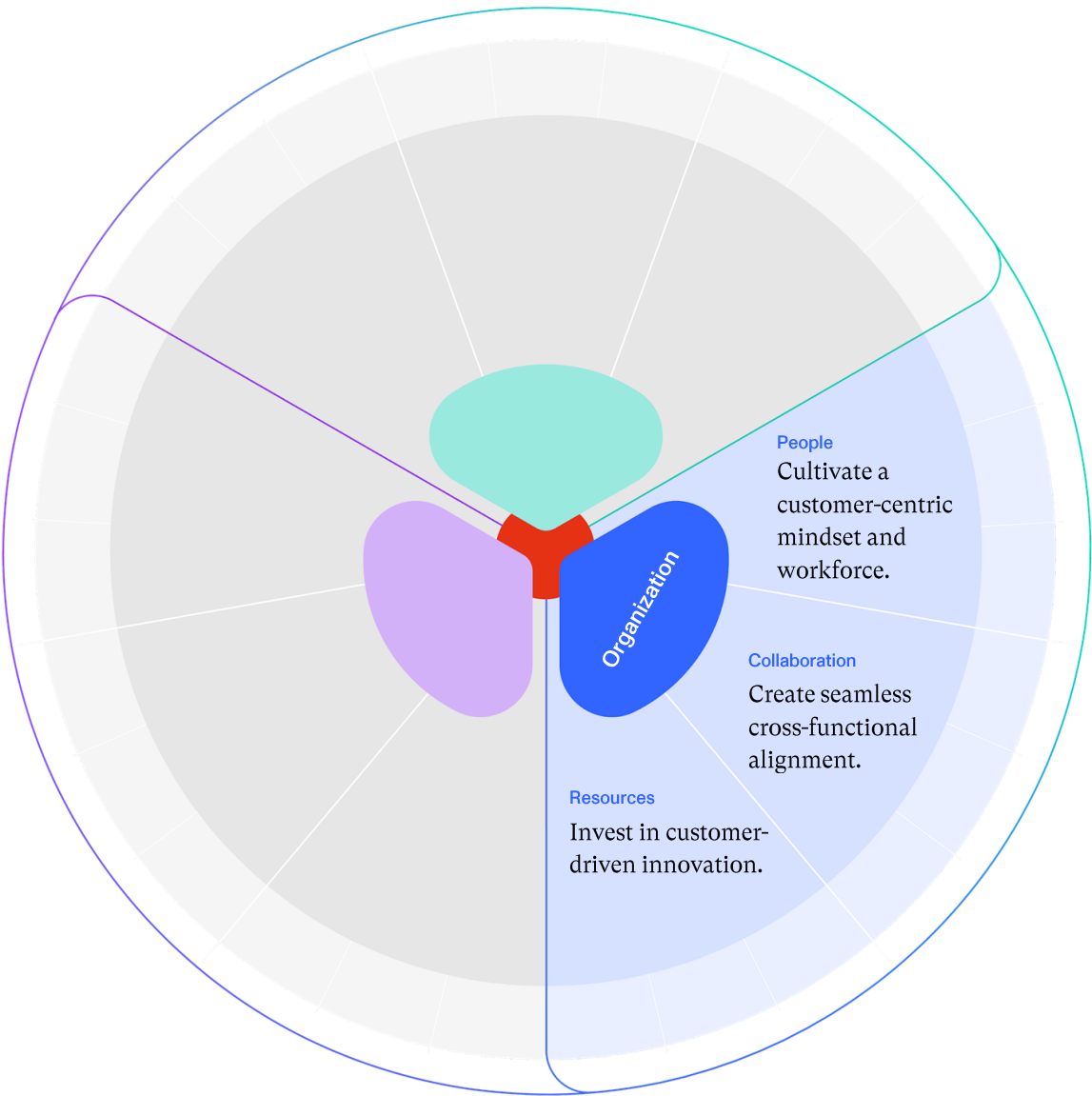
Create seamless cross-functional alignment.

Customer needs don't fit within departmental silos. Teams must work together across functions, sharing insights and aligning efforts to deliver consistent, high-quality experiences throughout the customer journey.

Resources

Invest in customer-driven innovation.

Providing employees with access to real-time customer data, the right tools, and the autonomy to act on insights enables them to make meaningful improvements. Prioritizing customer-focused initiatives in budgets and strategic planning ensures lasting impact.



Where strategy turns into action: Operations bring customer centricity to life by embedding customer needs into processes, designing seamless experiences, and fostering continuous innovation.

Customer

Make the customer’s voice integral to decision-making.

Your solution is only as good as your customers say it is. Regular feedback loops, co-creation, and direct customer engagement help shape products, services, and interactions to better meet their needs.

Experience

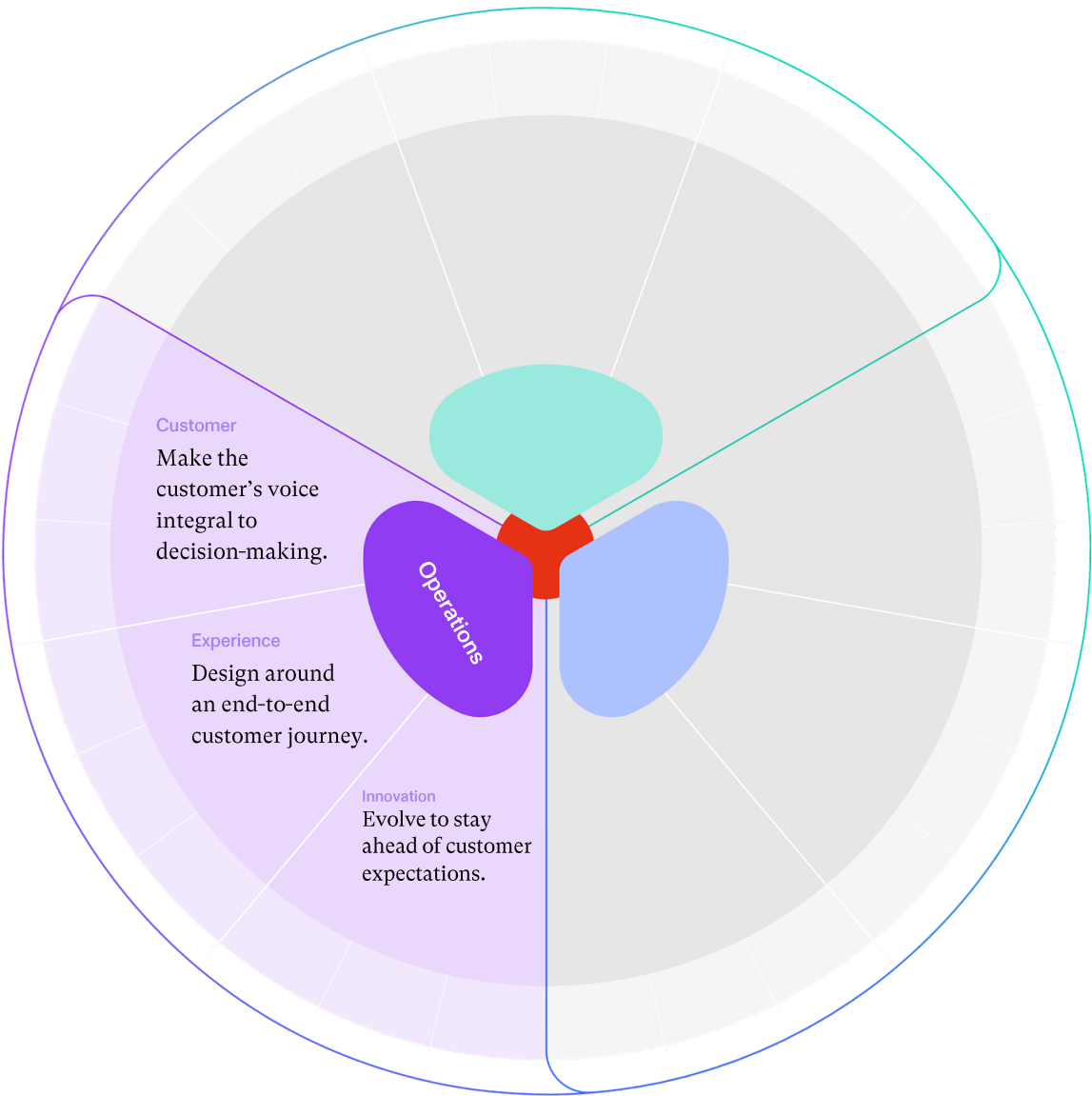
Design around an end-to-end customer journey.

To understand what customers want you need to go beyond what they tell. Thinking outside your offering and in ecosystems is essential when you want to enhance the customer experience holistically.

Innovation

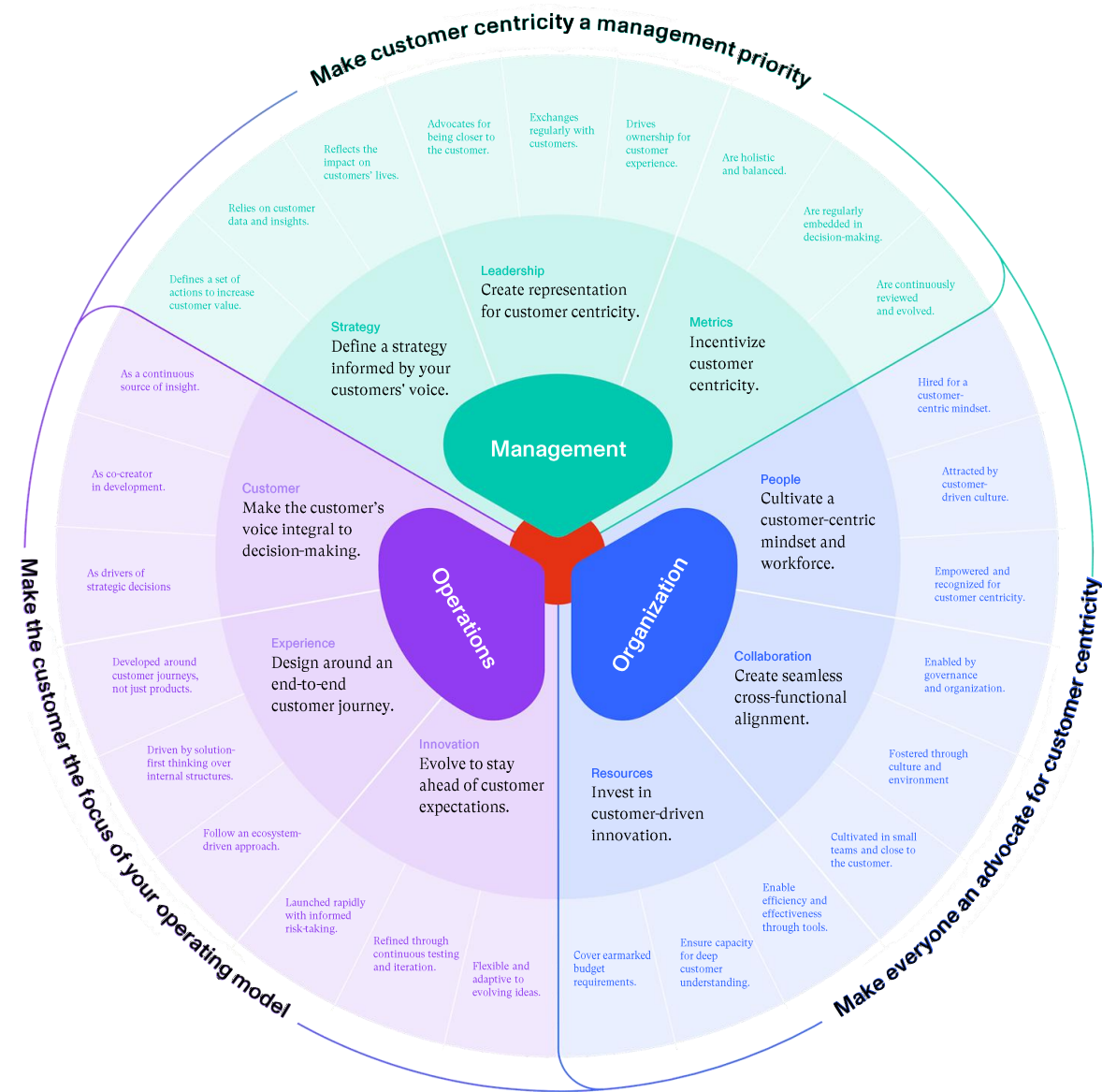
Evolve to stay ahead of customer expectations.

Agile methodologies, rapid experimentation, and a culture of informed risk-taking drive innovation. Encouraging teams to test, learn, and adapt ensures Operations remain flexible in a fast-changing market.



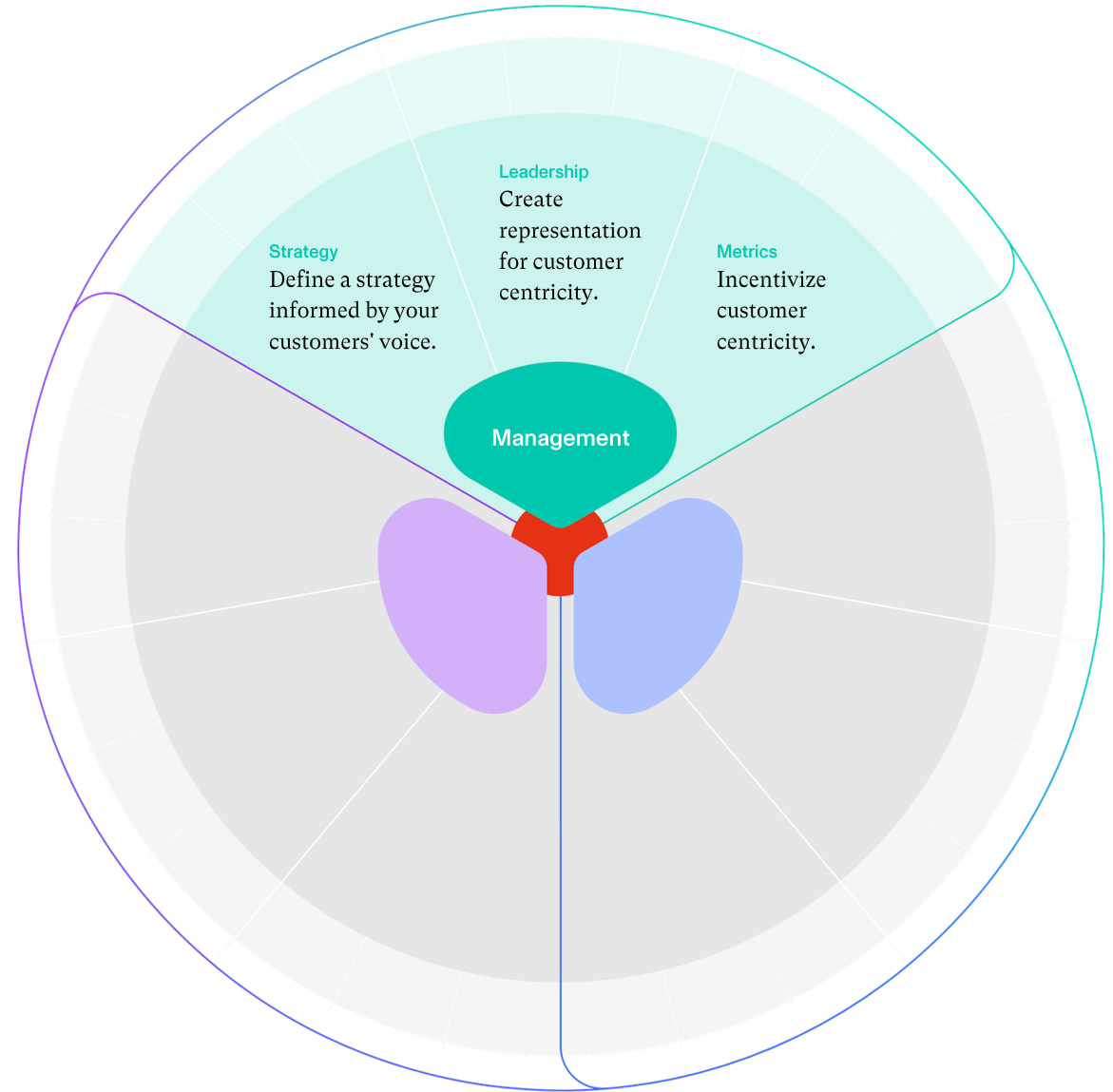
Each area contains specific focus topics

The focus topics break down the previous layer into more detailed, actionable components. They provide a deeper view into what drives customer centricity in practice – helping you identify where to focus, what to change, and how to embed customer value more systematically across the organization.



Management

It all starts at the top: Leaders shape customer centricity by embedding it in strategy, advocating for it internally and externally, and measuring its impact with the same rigor as financial performance.



Define a strategy informed by your customers' voice.

Strategy...

Reflects the impact on customers' lives.

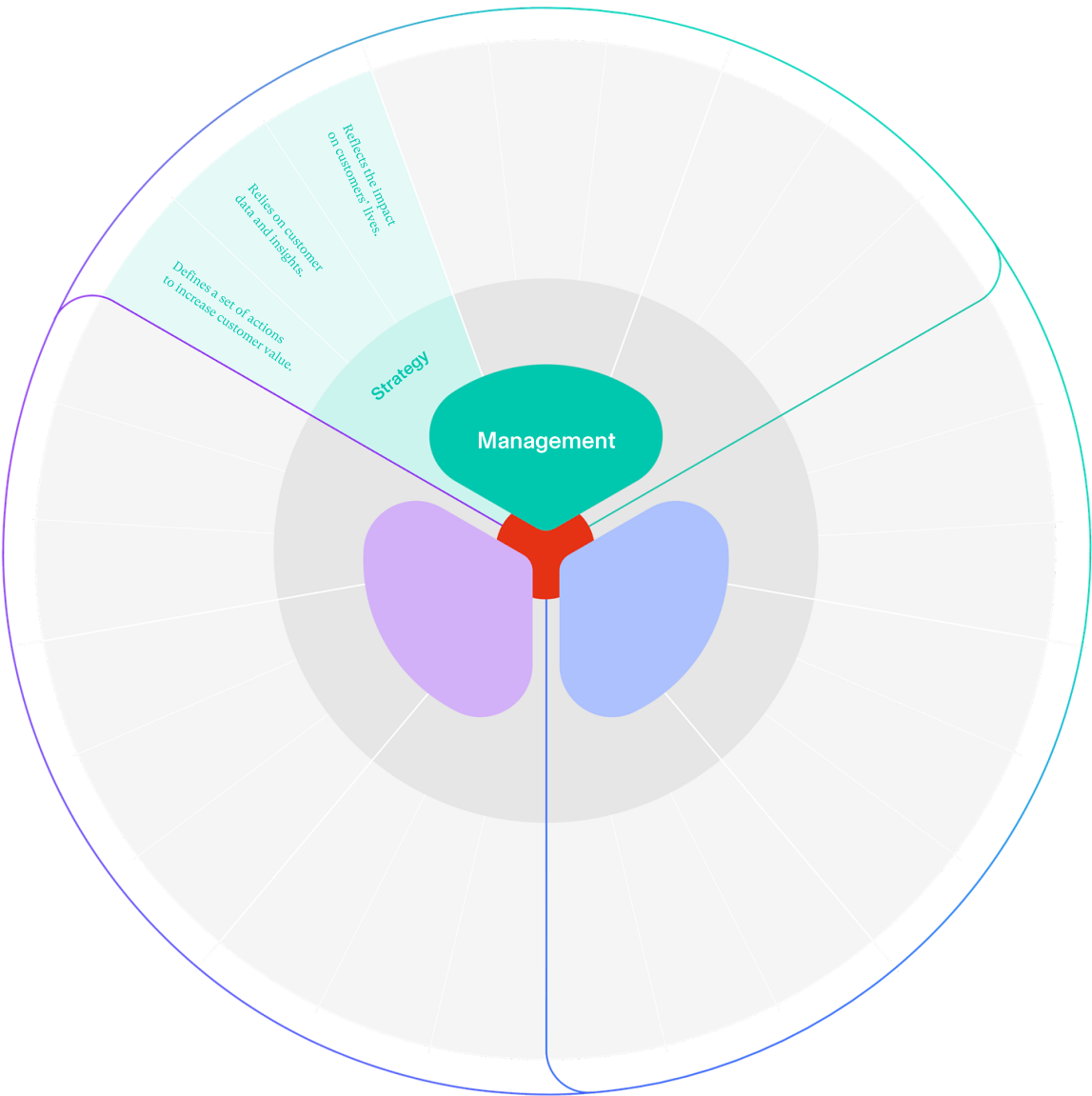
Your vision and mission should be centered on continuously improving the customer experience and demonstrating tangible value in their lives—both today and in the future.

Relies on customer data and insights.

Effective strategy relies on robust customer data, combining quantitative analysis with deep qualitative insights to anticipate behaviors and evolving demands.

Defines a set of actions to increase customer value.

Customer centricity must be embedded in strategic priorities, Operations, and investments, with specific, coordinated actions that drive measurable customer value.



Create representation for customer centricity.

Management...

Drives ownership for customer experience.

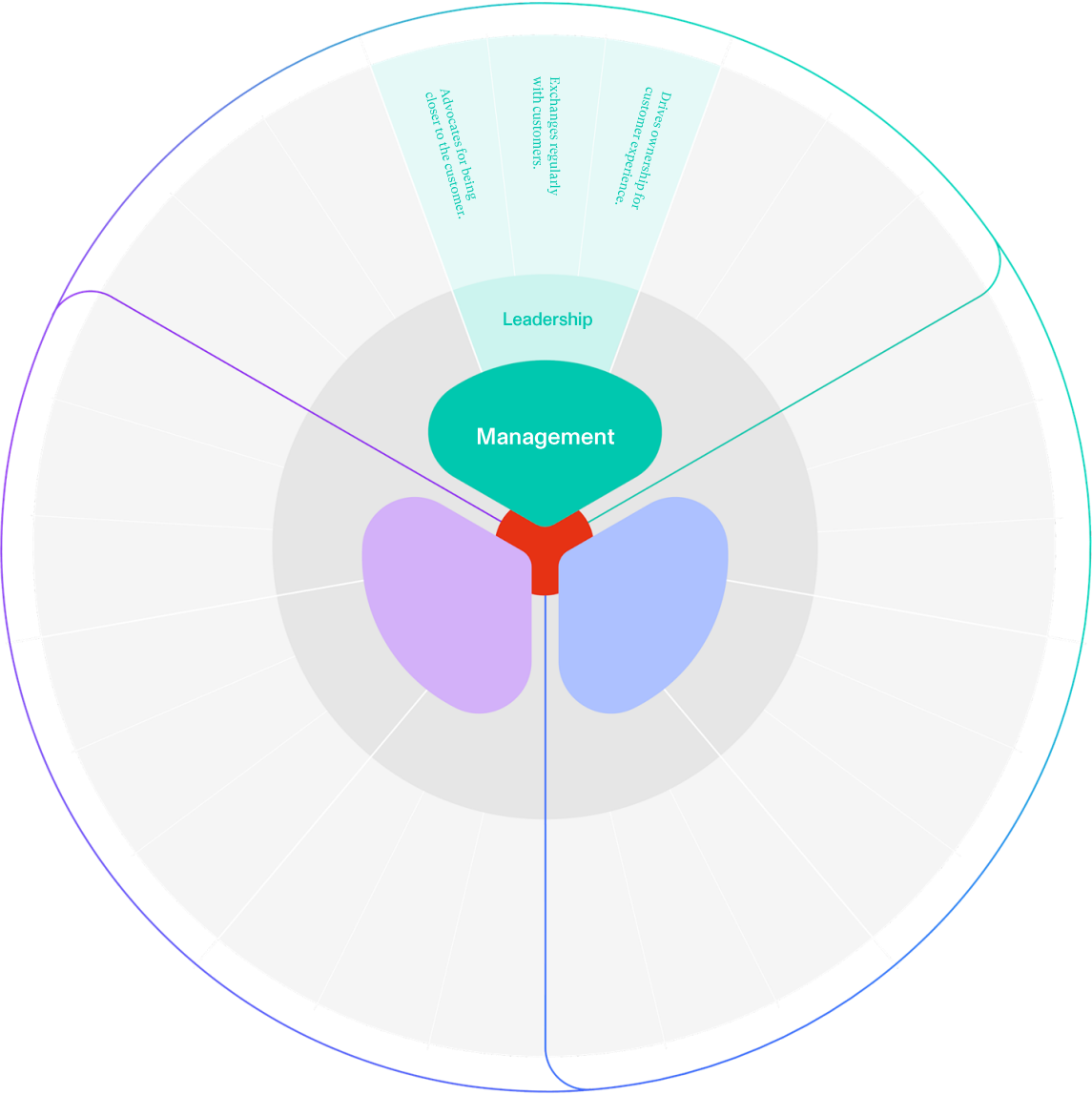
Leaders are held and hold others accountable for customer centricity, taking ownership of its success and ensuring it is measured and rewarded.

Exchanges regularly with customers.

Leaders actively engage with customers to align decisions with real customer needs and have a realistic understanding of how the company is perceived in the market.

Advocates for being closer to the customer.

Leaders are internally and externally continuously advocating for being closer to the customer.



Incentivize customer centricity.

Metrics...

Are holistic and balanced.

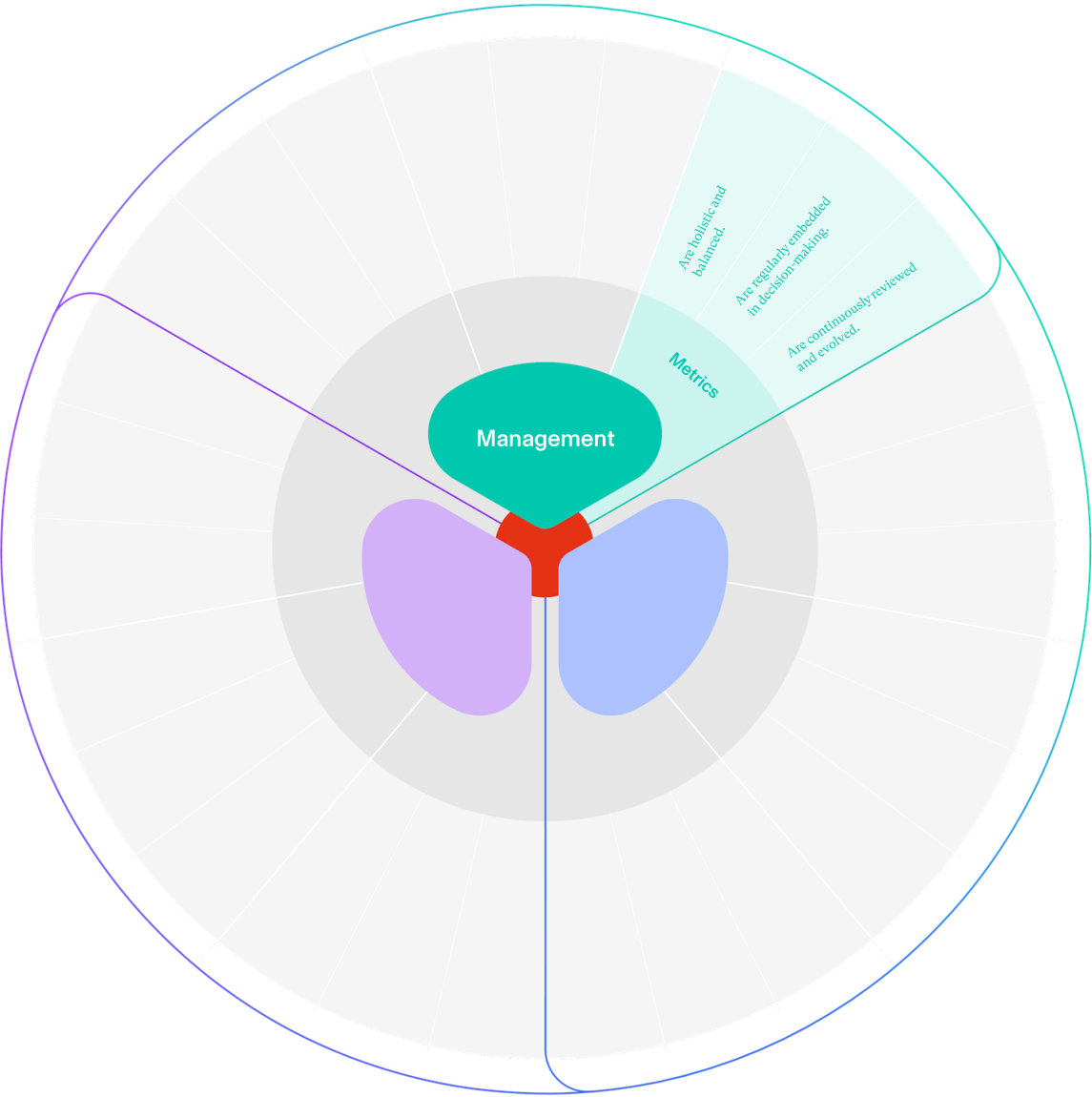
Metrics must cover the entire customer journey, integrating customer experience and business performance to ensure a complete and an aligned measurement approach.

Are regularly embedded in decision-making.

Targets relating to customer centricity are monitored and reviewed regularly. The data is used for strategic decisions and has the same weighting/priority as other key metrics.

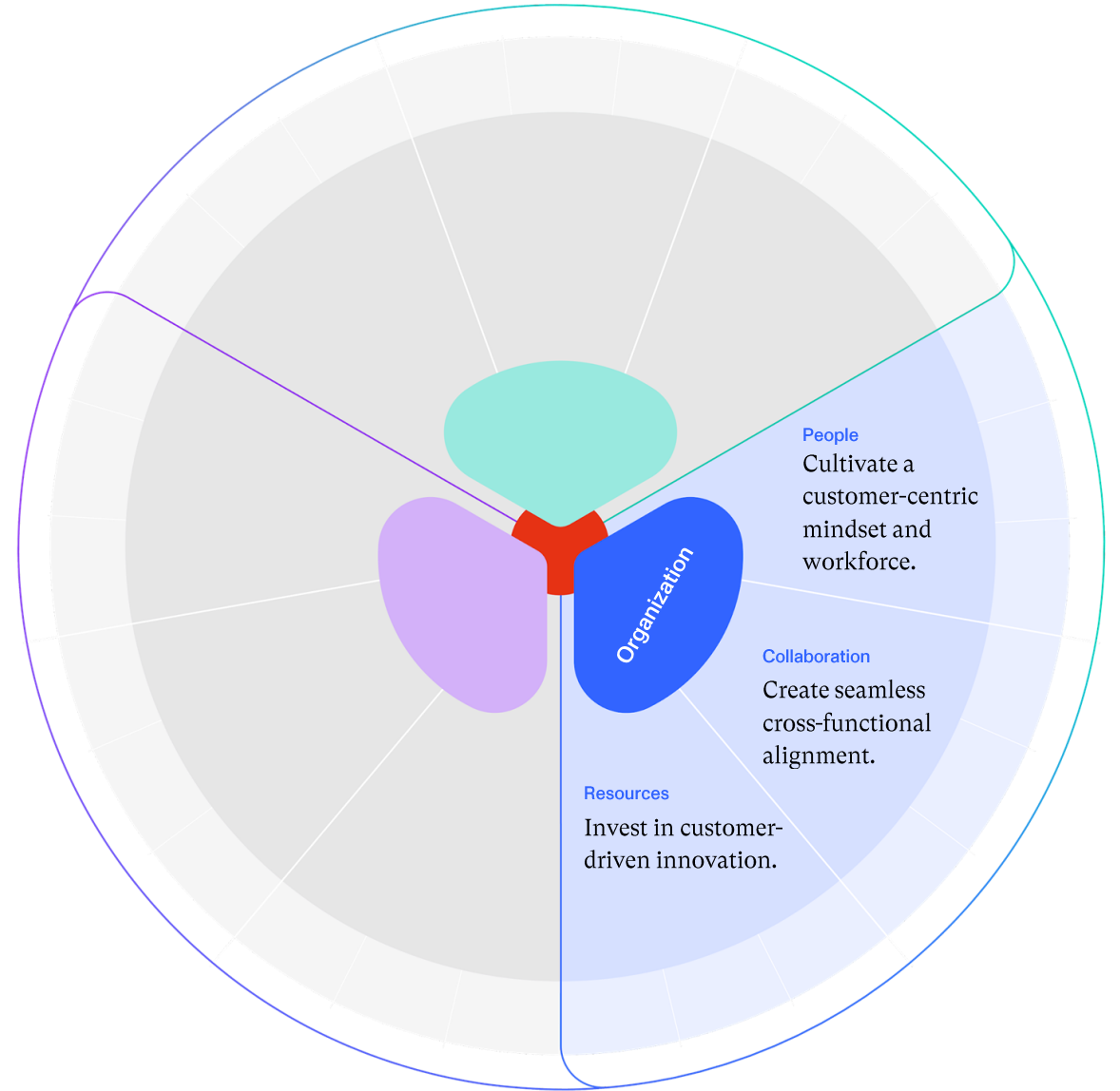
Are continuously reviewed and evolved.

To remain relevant, metrics must be regularly assessed and refined based on real-time data, customer feedback, and changing market conditions.



Organization

The right environment matters: Organizations enable customer centricity by fostering the right culture, enabling cross-functional collaboration, and providing the necessary resources to act on customer insights.



Cultivate a customer-centric mindset and workforce.

People...

Hired for a customer-centric mindset.

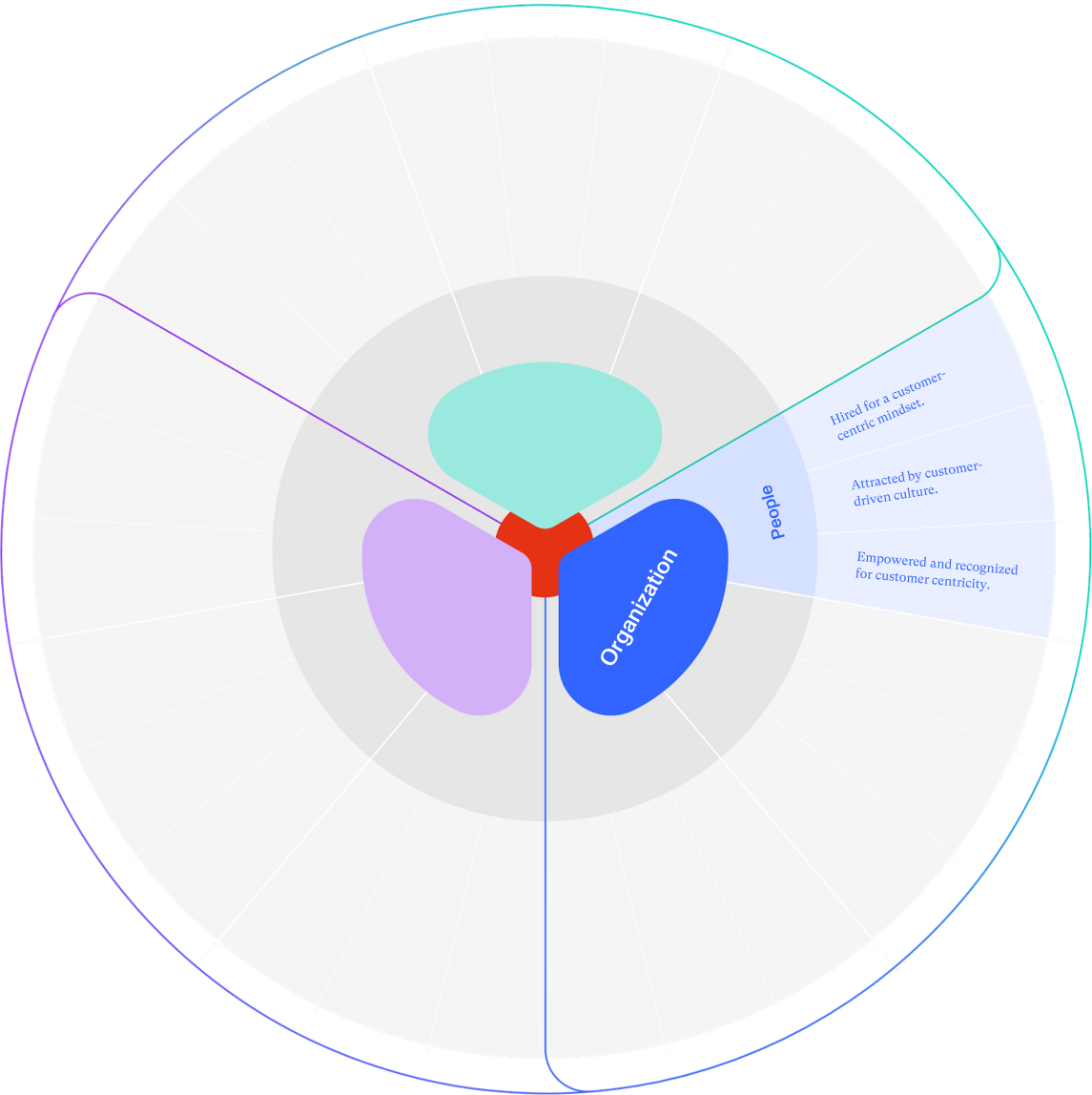
Employees are selected not only for their skills but for their ability to understand customer needs, solve problems, and create value beyond transactions.

Attracted by customer-driven culture.

Talented professionals are drawn to organizations that foster continuous learning, and offer engaging projects that create meaningful contributions to customer success.

Empowered and recognized for customer centricity.

Customer-centric behaviors and achievements are actively encouraged, measured, and rewarded through feedback, incentives, and career development opportunities.



Create seamless cross-functional alignment.

Collaboration...

Enabled by governance and organization.

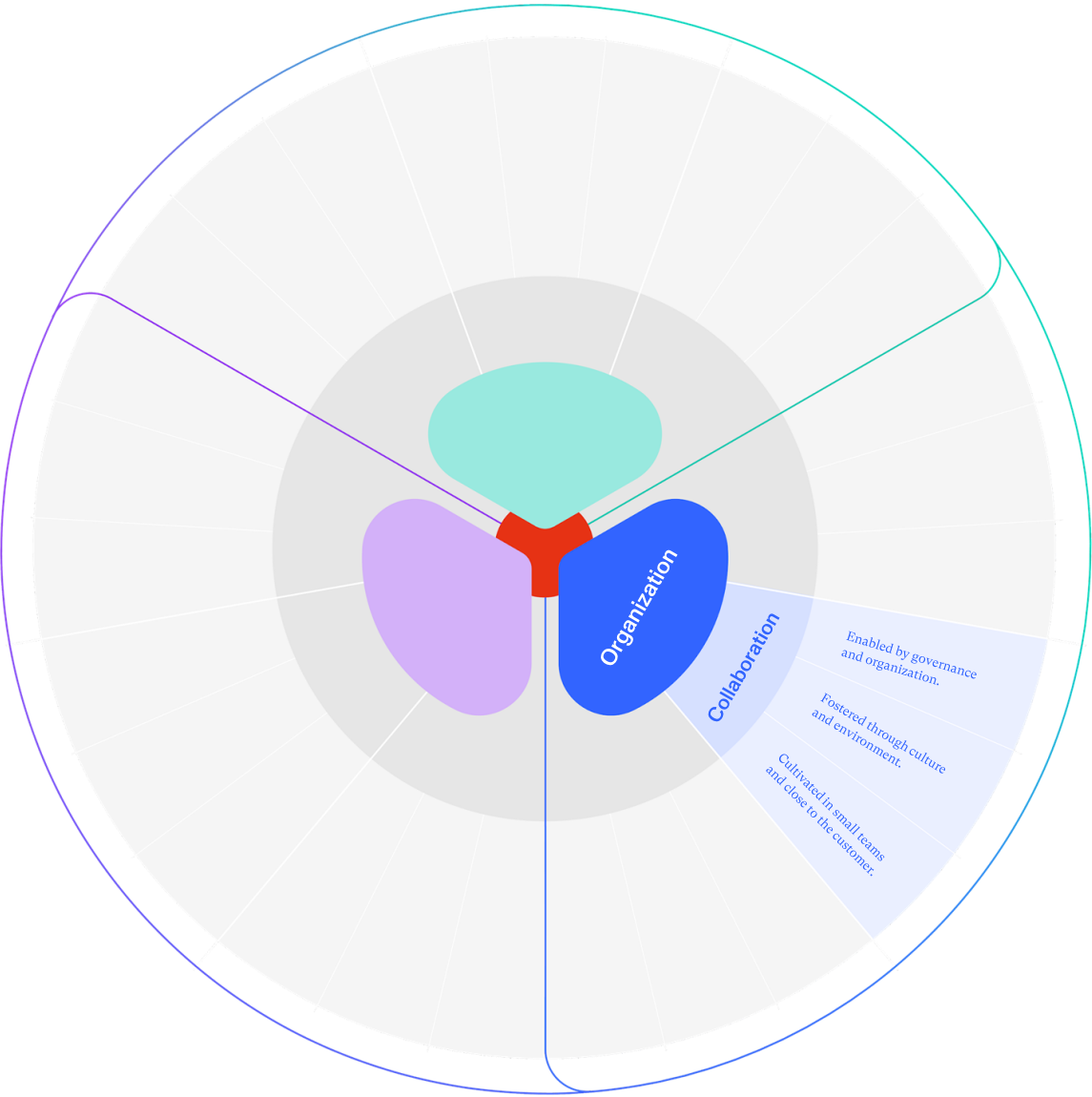
Clear roles and cross-functional teams ensure seamless coordination, eliminating silos and driving collective ownership of the customer experience.

Fostered through culture and environment.

Culture, rituals, infrastructure and environment support communication, exchange and collaboration (open spaces, shared platforms etc.).

Cultivated in small teams and close to the customer.

Small, autonomous teams work close to the customer to make fast, informed decisions. Customer data is shared internally and utilized at every level.



Invest in customer-driven innovation.

Resources...

Enable efficiency and effectiveness through tools.

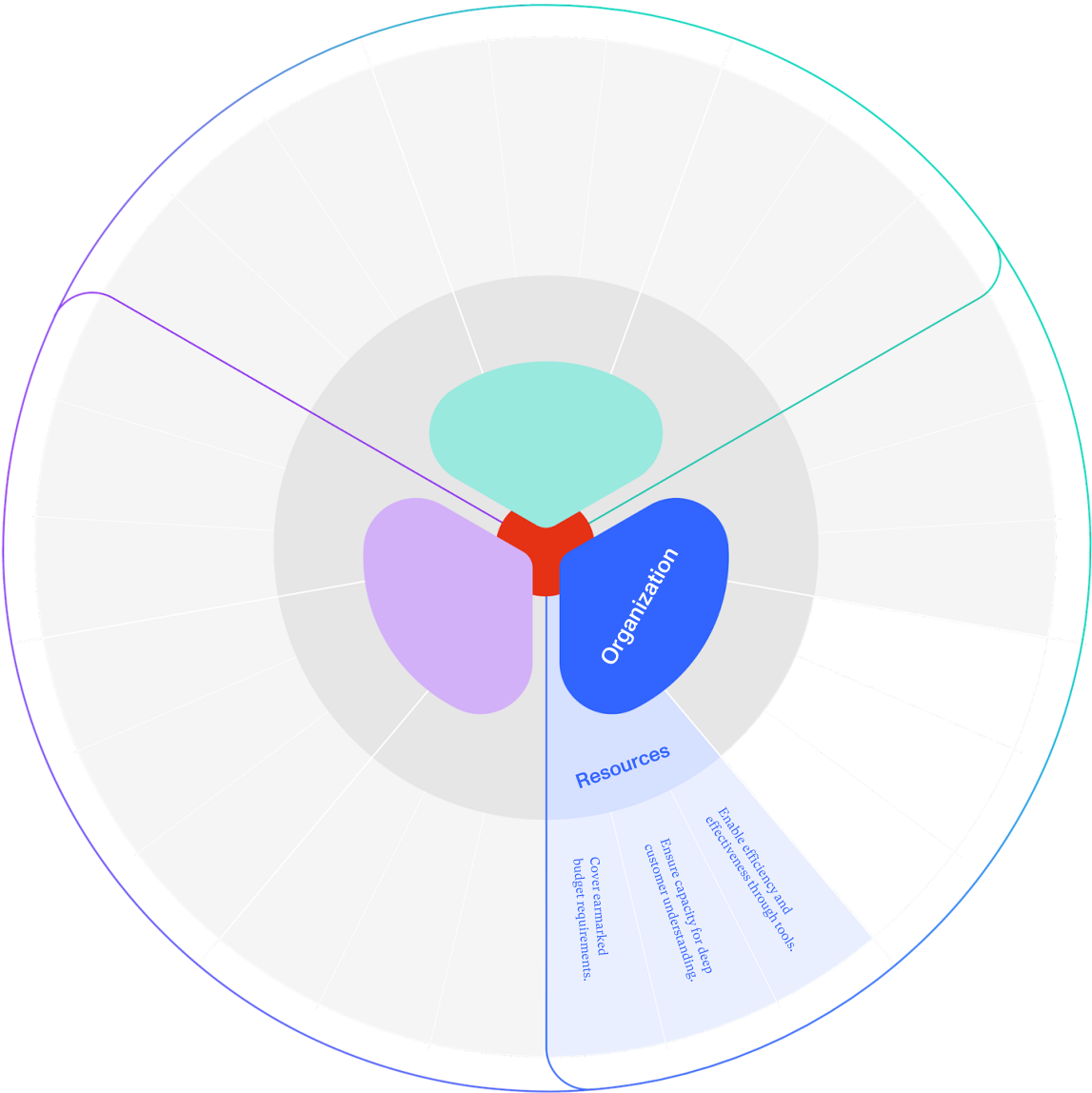
Customer-centricity thrives with the right tools - automation frees employees to focus on customers, solve real problems, and drive innovation.

Ensure capacity for deep customer understanding.

Workloads are structured to enable employees to spend dedicated time on understanding customer needs, gathering insights, and driving customer-focused initiatives.

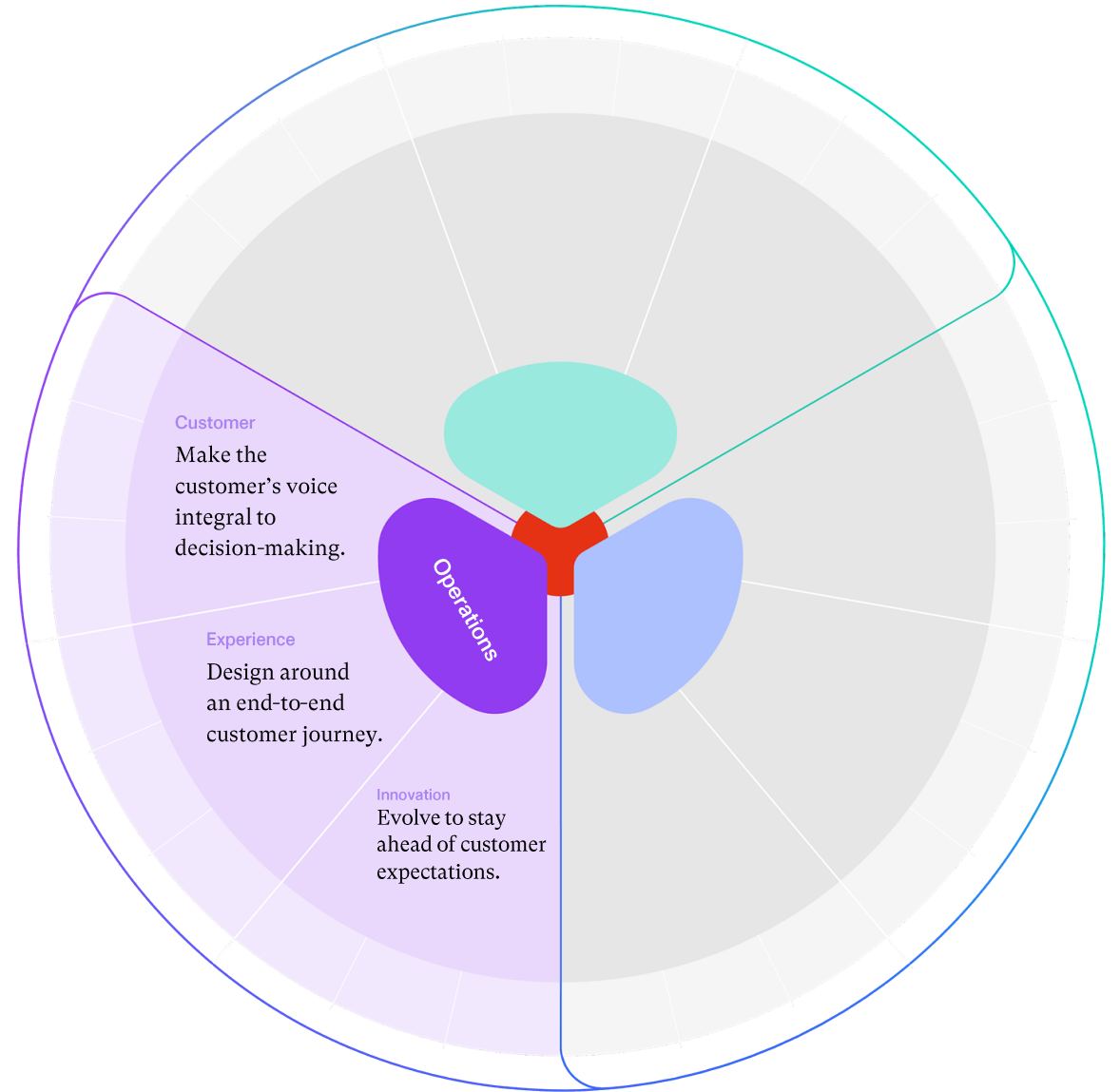
Cover earmarked budget requirements.

Budgeting is agile, supporting iterative cycles for prototyping and innovation. Funds are easily reallocated to maximize learning and impact, even when projects pivot or fail.



Operations

Where strategy turns into action: Operations bring customer centricity to life by embedding customer needs into processes, designing seamless experiences, and fostering continuous innovation.



Evolve to stay ahead of customer expectations.

Innovation...

Launched rapidly with informed risk-taking.

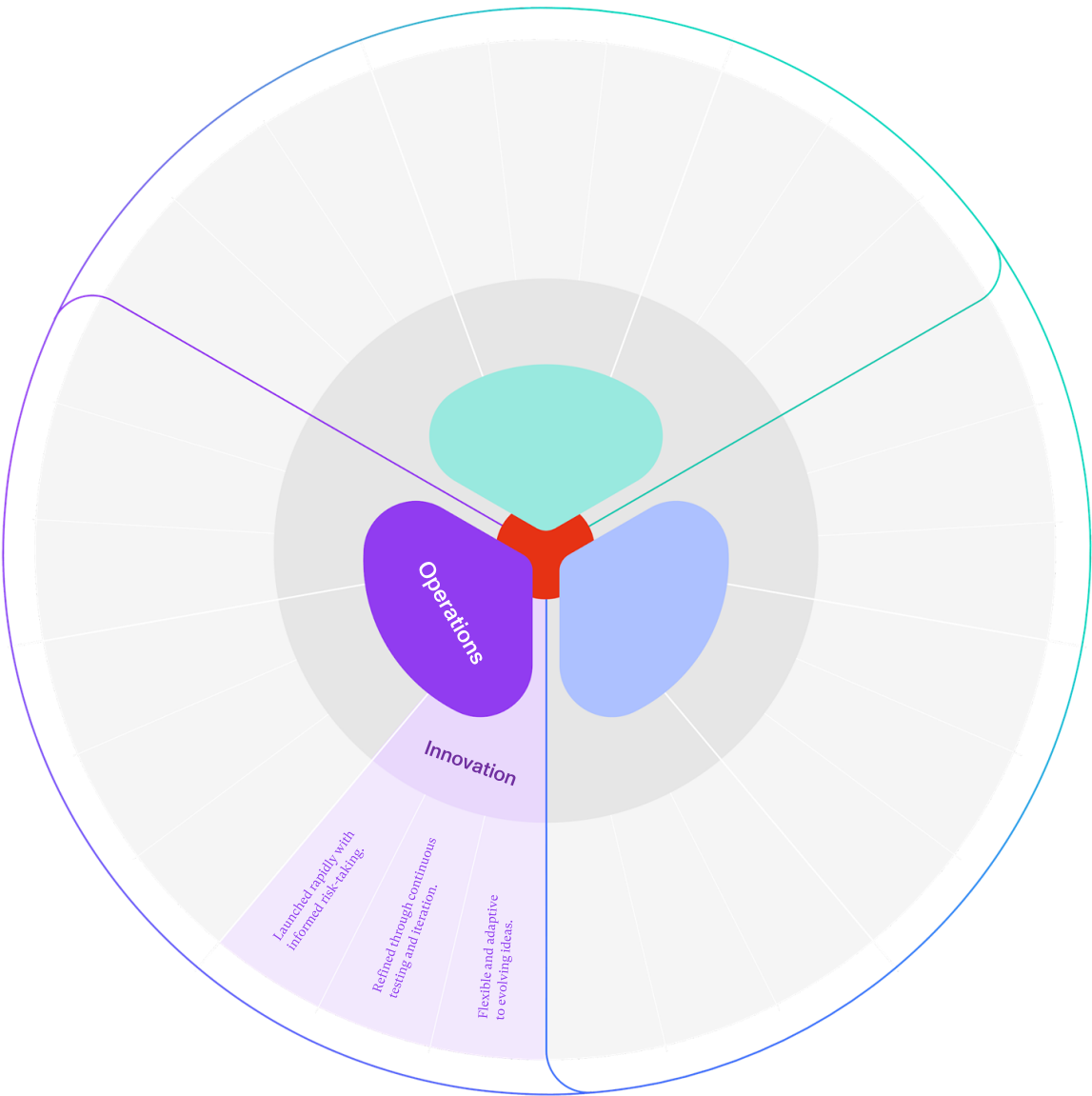
A fast time-to-market ensures responsiveness to changing customer needs. Risks are deliberately assessed, and decisions are made with clear awareness of potential trade-offs.

Refined through continuous testing and iteration.

Innovation follows a structured process of ideation, user testing, and data-driven refinement. Each iteration enhances the solution.

Flexible and adaptive to evolving ideas.

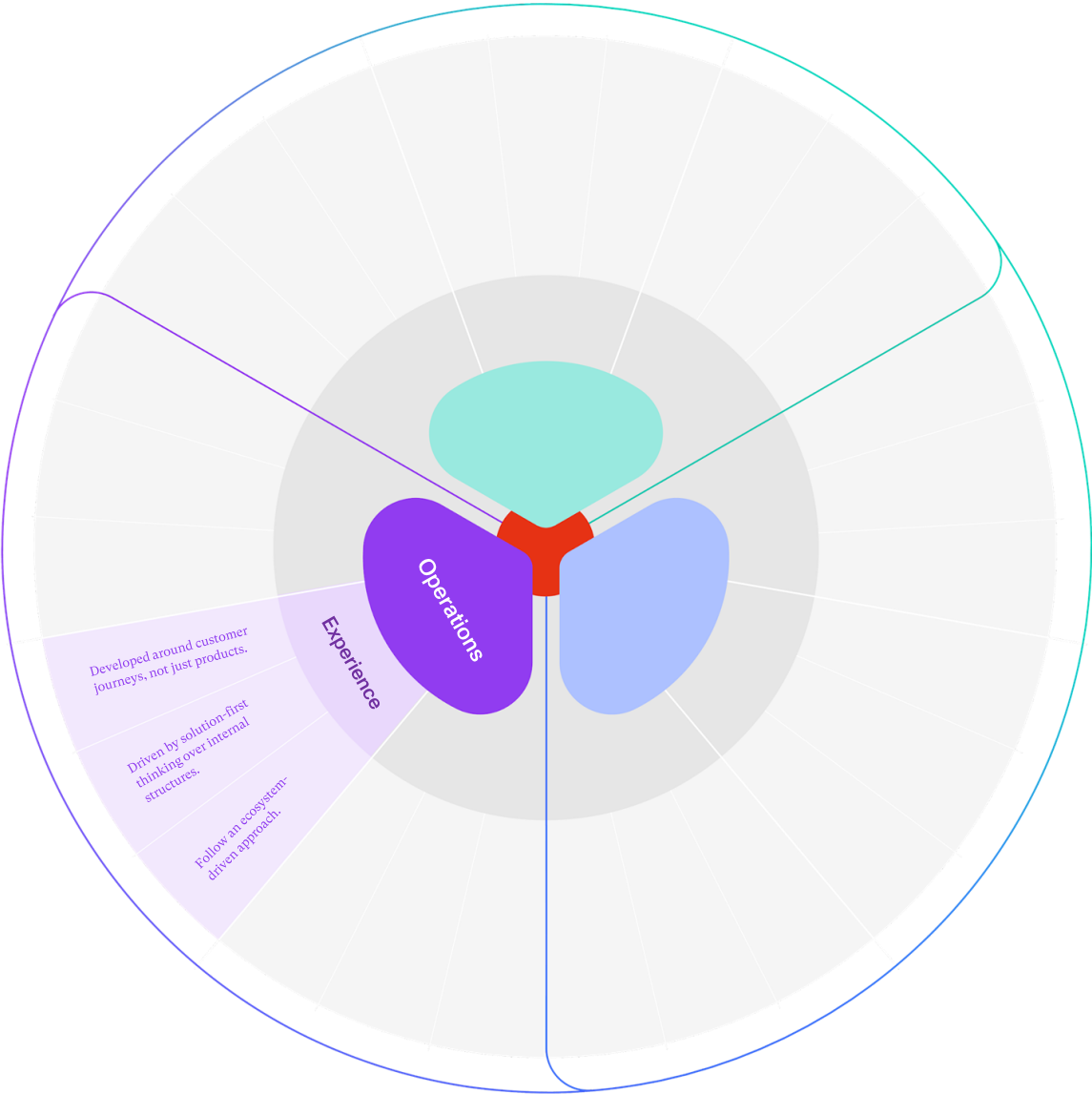
Multiple concepts are developed in parallel, with agility to pivot based on insights. Change is encouraged, allowing solutions to evolve dynamically with user demands.



Design around an end-to-end customer journey.

Experience...

Developed around customer journeys, not just products.	Products and services are designed to seamlessly integrate into the customer journey, ensuring they directly address user needs and align with the company’s mission.
Driven by solution-first thinking over internal structures.	Development is driven by the best possible solution for the customer, not by existing offerings, internal silos or other structural constraints.
Follows an ecosystem-driven approach.	Solutions are part of a broader ecosystem that anticipates and fulfills user needs. The focus extends beyond individual products to create a seamless, interconnected experience.



Make the customer's voice integral to decision-making.

Customer...

As a continuous source of insight.

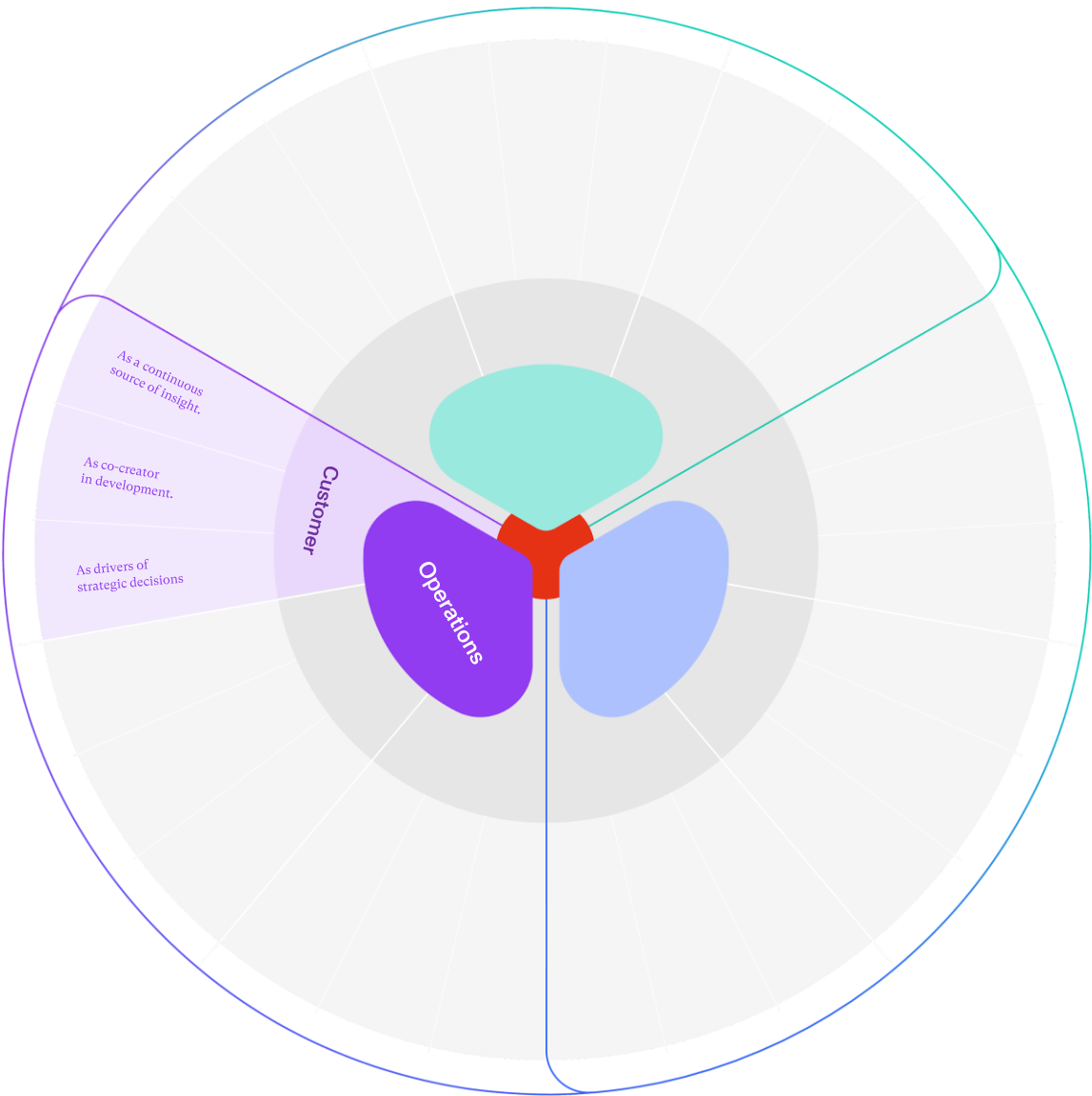
Customer behaviors, needs, and expectations are actively monitored and analyzed, ensuring decisions are based on real-time insights rather than assumptions.

As co-creator in development.

Customers are embedded in the development process, providing direct feedback, participating in real-world testing, and shaping solutions through iterative collaboration.

As driver of strategic decisions.

Customer insights directly influence business strategy, product roadmaps, and service improvements, ensuring alignment with actual user needs and market shifts.

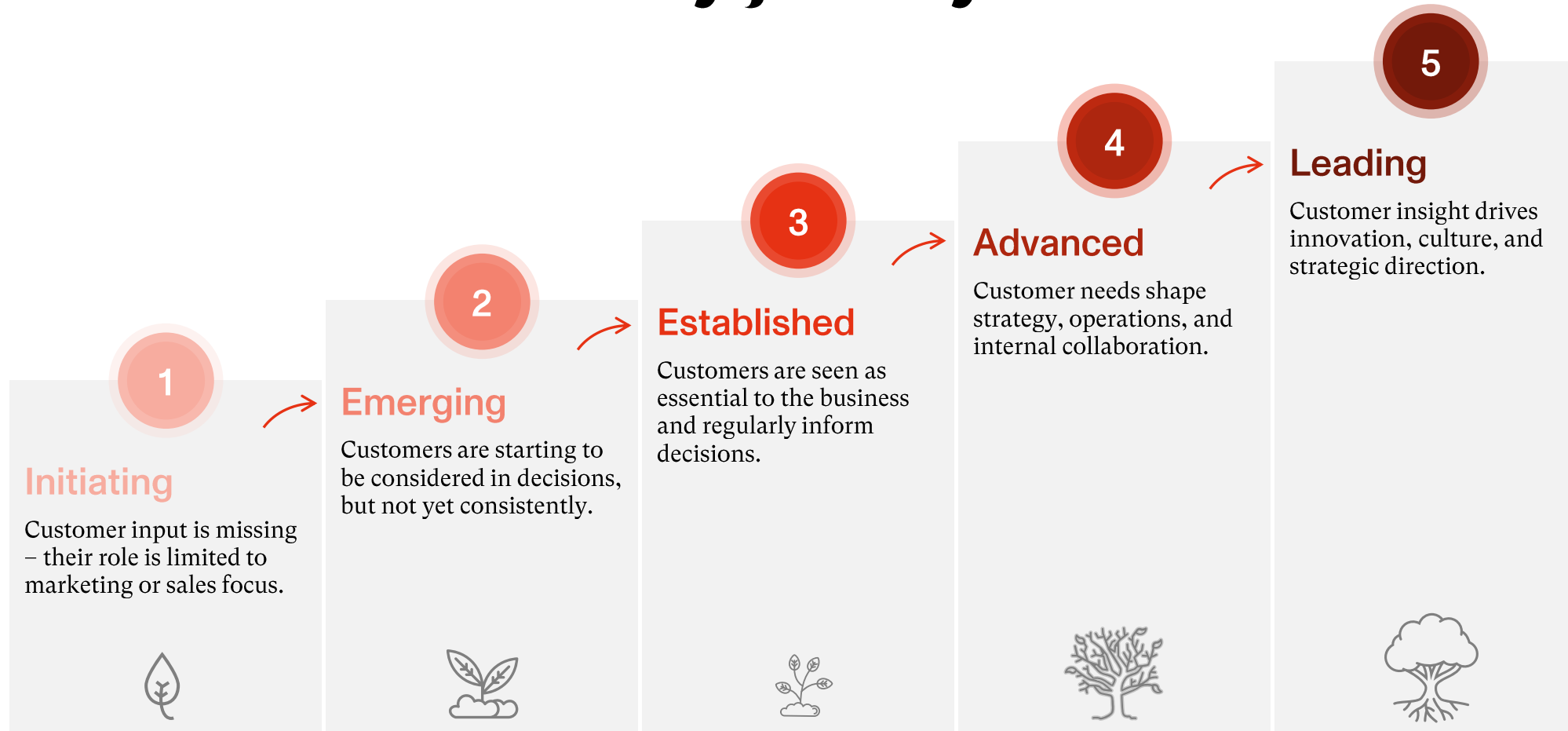


Customer Centricity Model

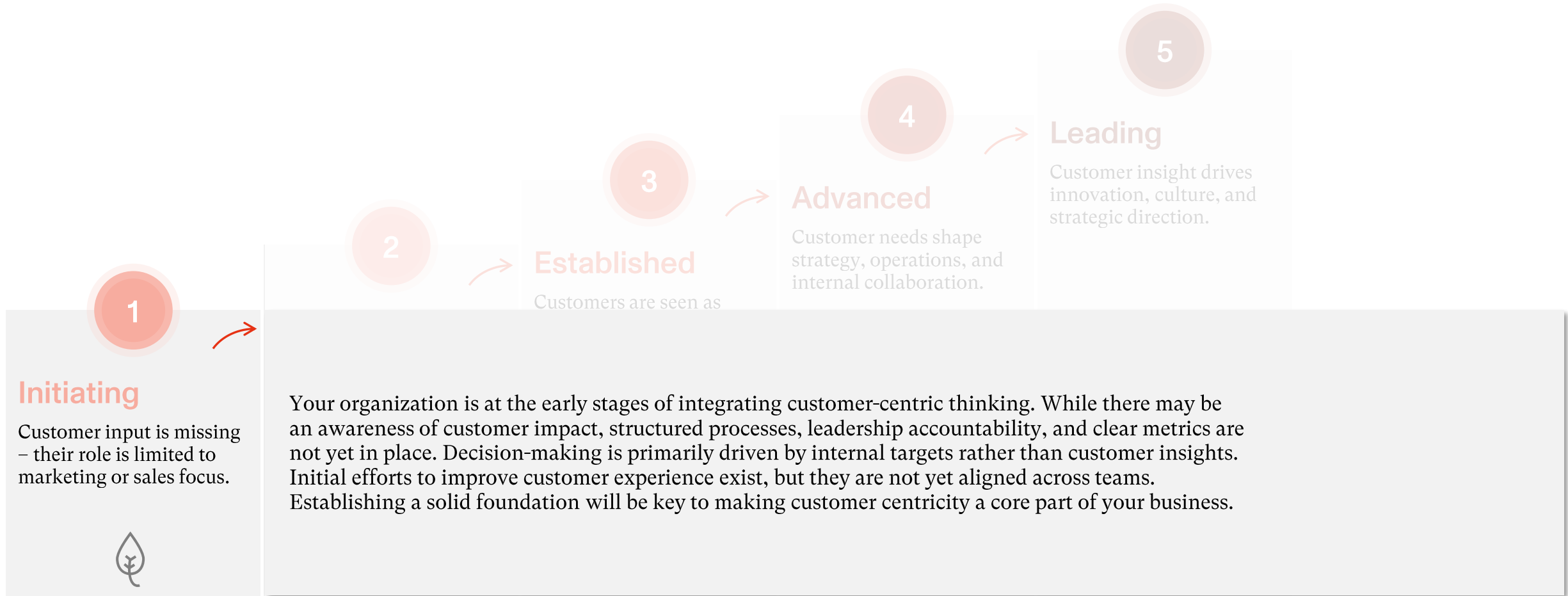
Maturity Stages

About LEAP

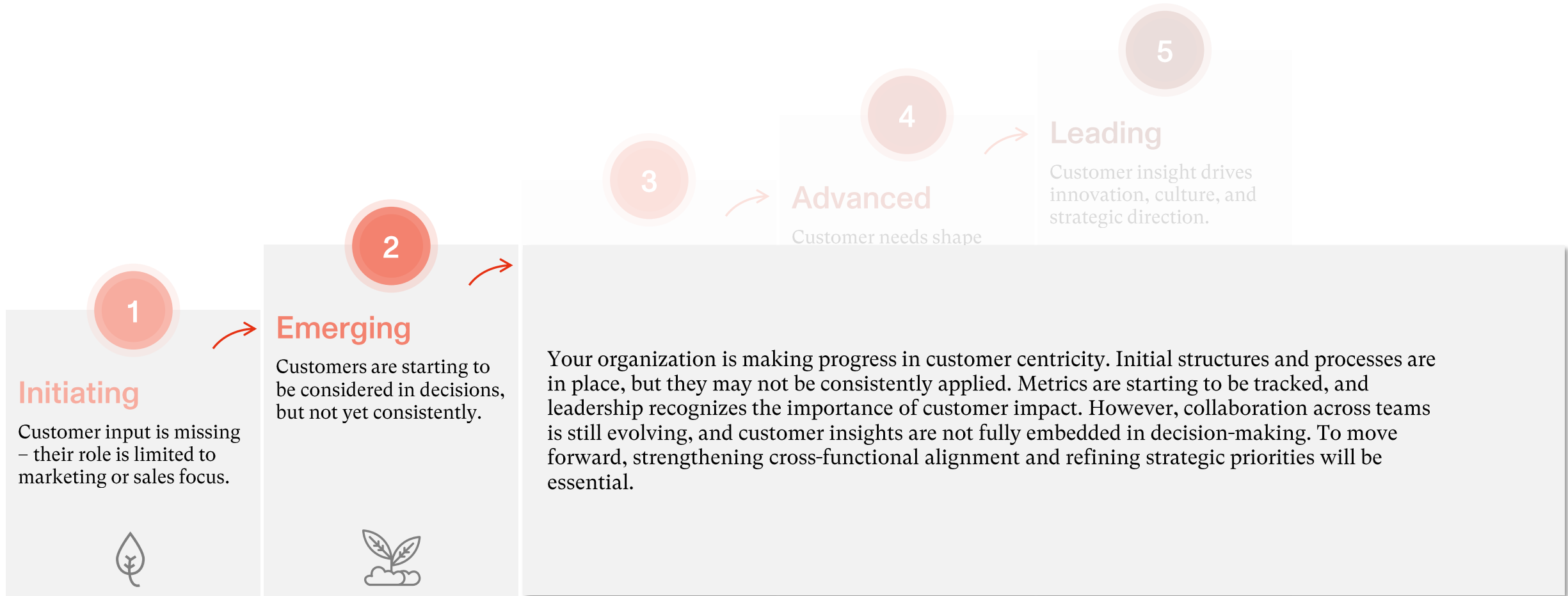
The 5 maturity stages along the customer centricity journey



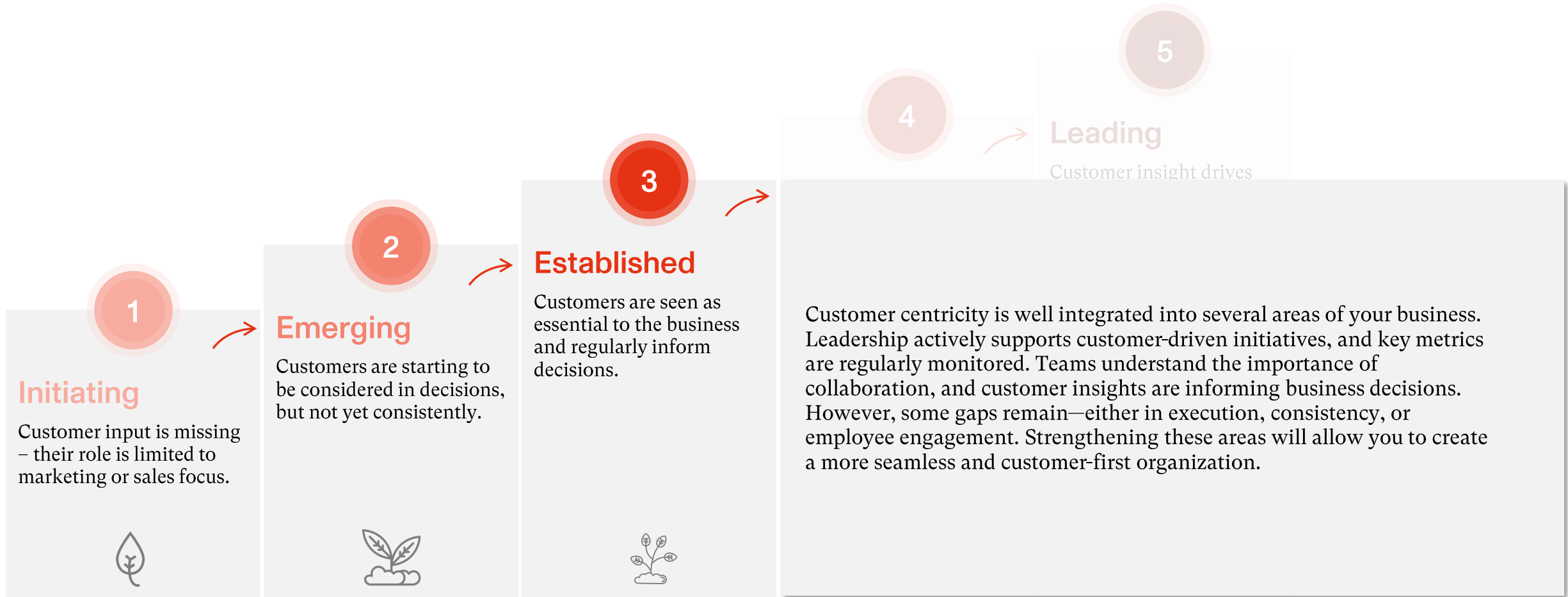
1 | Initiating customer centricity



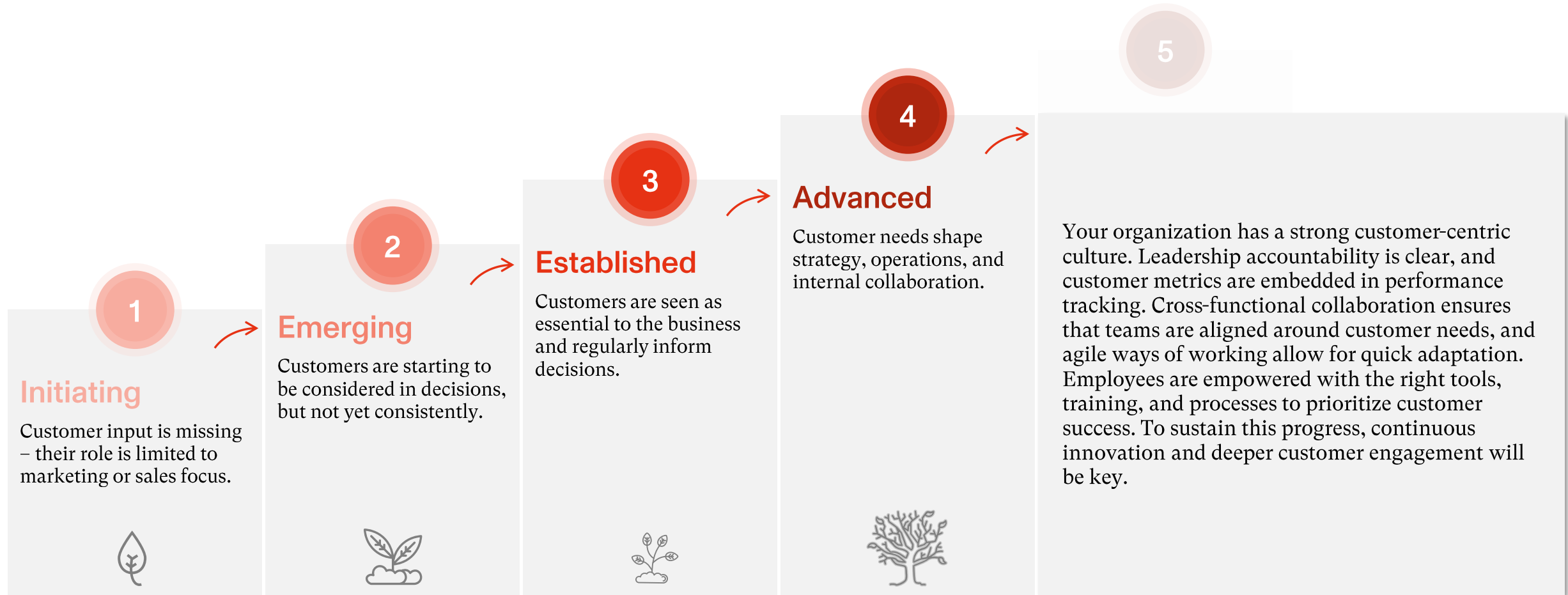
2 | Emerging customer centricity



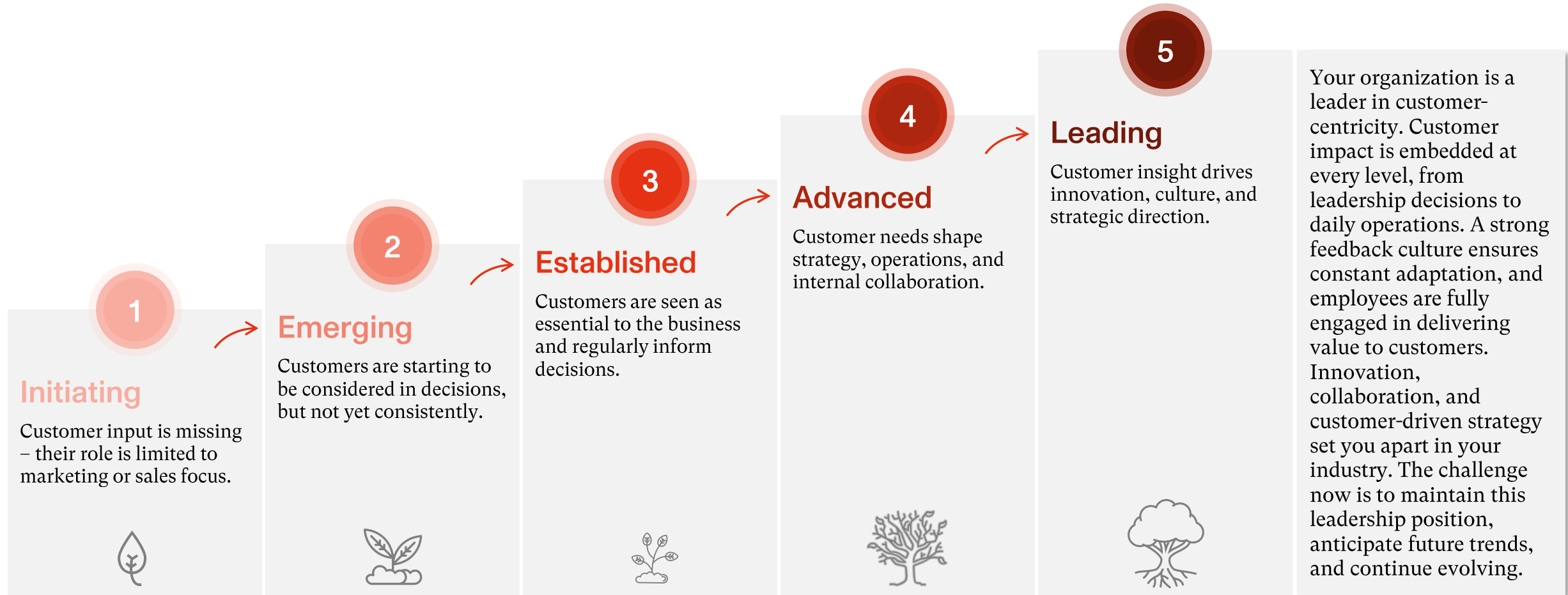
3 | Established customer centricity



4 | Advanced customer centricity



5 | Leading customer centricity



Customer Centricity Model

Maturity Stages

About LEAP

**We are a strategy consultancy
partnering with leaders
to envision, prepare and
build future success.**



Our approach to drive customer centricity

A proven, modular approach built on five core steps – from diagnosis to implementation.



Diagnose

We work with leaders and teams to gain a clear picture of where your organization stands today — and identify the areas where change can have the greatest impact.



Understand

Through learning modules, inspiring talks, and team workshops, we deepen our understanding of the topic, uncover key challenges, and explore opportunities for improvement.



Test and learn

Together we develop and test prototypes in real environments — from new services and rituals to workspace design and organizing principles — to explore what truly works for your teams.



Strategize

We partner up to shape a clear, actionable strategy that aligns your vision with concrete steps — defining what customer centricity means for you and how to bring it to life.



Implement

Roll out tailored programs that guide your transformation — coordinating initiatives, setting realistic milestones, and adjusting the pace to match your business needs.

Curious where to start? Let's chat – just drop us a message to book your free 30-minute call



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