

# 28. Leading a Customer-centric Culture

## Overview

In business, the customer is all. A customer-centric culture is an imperative, but many leaders are unsure how to begin instilling one. In this course, you'll learn how to design and implement a culture centered on your customers.

## Learning Objectives

- identify key aspects of the types of projects that can be used to improve the customer experience
- recognize actions leaders take to gather and utilize the voice of their customers
- identify methods that allow organizations to better retain customers
- identify essential requirements for designing a customer-centric culture
- recognize actions necessary to instill a customer-centric culture in an organization