



Are You a Customer-Centricity Trailblazer — Or Needing Urgent Action?

Use this self-assessment to gauge your current maturity. For each statement, rate your agreement on a scale from 1 (Not at all true) to 10 (Fully true):

1. We have a clear, data-driven understanding of our customers.

1 2 3 4 5 6 7 8 9 10

2. Our business strategy and operations are aligned with customer outcomes; that is how they define success.

1 2 3 4 5 6 7 8 9 10

3. We map and regularly review the customer journey.

1 2 3 4 5 6 7 8 9 10

4. We have and use customer measures such as engagement, retention, and lifetime value — not just activity.

1 2 3 4 5 6 7 8 9 10

5. Teams understand how their work contributes to the overall value of the customer.

1 2 3 4 5 6 7 8 9 10

6. Leaders model customer-centric behavior and consistently reinforce it.

1 2 3 4 5 6 7 8 9 10

7. We have systems to gather and act on customer feedback in real time.

1 2 3 4 5 6 7 8 9 10

8. We connect internal activities to measurable business outcomes.

1 2 3 4 5 6 7 8 9 10

9. Sales and marketing tactics are driven by upstream customer strategy.

1 2 3 4 5 6 7 8 9 10

10. We regularly update personas and journey maps with fresh insights.

1 2 3 4 5 6 7 8 9 10