

From good intentions to lasting change

Customer Centricity Transformation Program

A guided six-month journey



Leading to
organizational certification
for you and
CCCX certification
for your team

1. Target group

The Customer Centricity Transformation program is a guided six-month journey for organizations that have decided to stop admiring customer centricity and start building it. It is delivered in-house, exclusive to one organization, and shaped around your own units, journeys and constraints.

The program is ideal for

- **Executive teams** ready to treat customer centricity as a business strategy rather than a campaign
- **CX, CS and Marketing leaders** who need a trustworthy baseline, a mandate and a plan – not another workshop
- **Large, multi-unit organizations** with several business lines, many locations, and the healthy internal complexity that comes with scale
- **Regulated, service-heavy sectors** such as banking and financial services, where consistency across units matters most

2. Concept & certification

Ask any leadership team whether they care about their customers, and every hand goes up. Ask them to point to the plan that turns that care into daily behavior, and the room goes quiet. That gap – between good intentions and real, repeatable change – is exactly what this program is built to close.

The Customer Centricity Transformation program is deliberately designed as **one connected path rather than a stack of separate courses**, so that each step builds on the last and nothing is left on the flip chart when everyone goes back to work. It begins with an objective assessment of your maturity, builds shared skills through our flagship CX Masterclass, turns knowledge into a real strategy in a focused executive module, and embeds it through twelve team coaching sessions.

You finish with the three things every leadership team wants: a clear baseline, a detailed customer centricity strategy, and teams ready to deliver it.

A strong assessment result earns formal certification by the Customer Institute – **Silver, Gold or Platinum** – at no additional cost. Certification fees are included in the program fee.

3. Duration & format

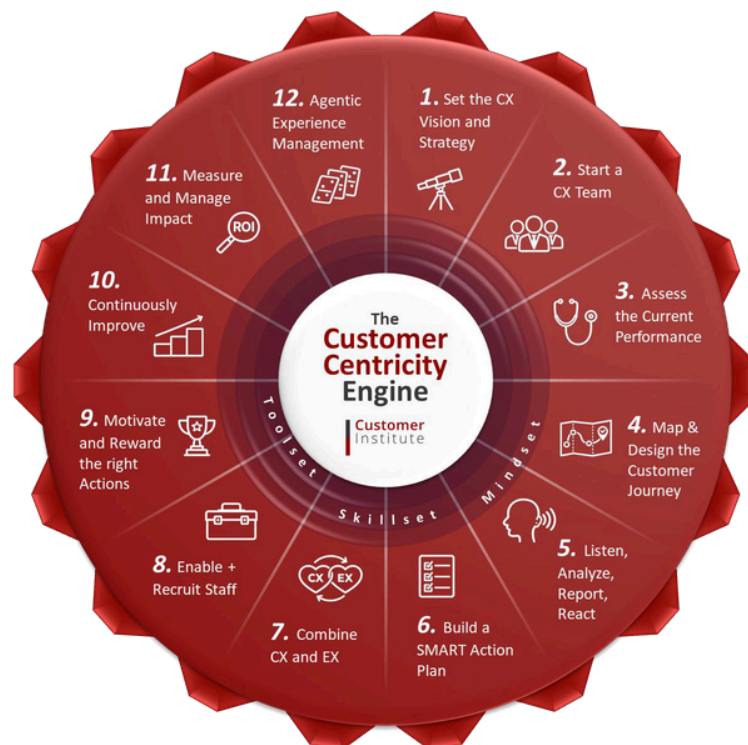
The journey runs over **six months**: the assessment in month 1, the CX Masterclass across months 1–2 as a two- or three-day event, the one-day strategy module in month 3, and twelve team coaching sessions from month 3 through month 6.

Six months is deliberate. Single events are easy to admire and easy to forget – people leave inspired on Friday and drown in their inbox by Tuesday. Real change needs an honest starting point, shared capability across the team, and enough guided practice for new behavior to stick. Spreading the work across half a year gives momentum time to become routine.

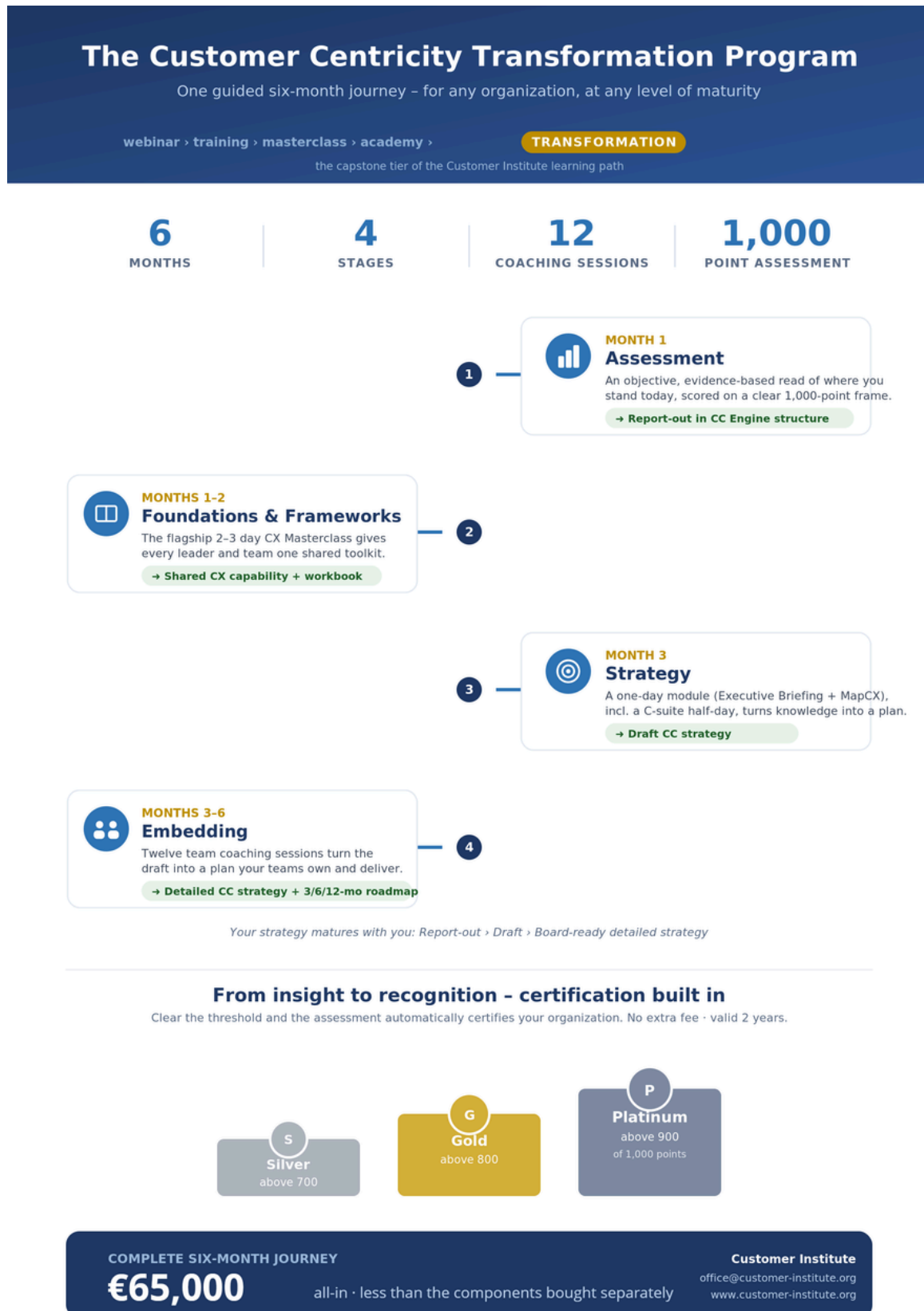
We deliver the program in-house, exclusive to a particular organization or government entity. The assessment can target individual business units and journeys, and the coaching meets your teams where they are.

4. Program foundation

The program is built around the Customer Institute "Customer Centricity Engine" (see below). Its twelve chapters shape the Masterclass curriculum and your final strategy, while the assessment report-out is organized around the same Engine – so each step connects to the next without translation.



5. The journey at a glance



6. The four stages

Four stages, one path. Each stage hands its output to the next, so the work compounds instead of restarting.

1 Assessment – know where you truly stand

MONTH 1

Every good journey starts with an honest map. The program opens with a Customer Institute Assessment: an objective, evidence-based measure of your current maturity and improvement potential, scored on a clear 1,000-point framework and delivered as a report-out organized around the Customer Centricity Engine. No guesswork, no flattery – just a trustworthy baseline everyone can rally around.

You leave with: a report-out in Customer Centricity Engine structure

2 Foundations & frameworks – build a shared language

MONTHS 1-2

Next comes the CX Masterclass, the Customer Institute's flagship program, run over two or three days. Leaders and practitioners learn the same concepts, tools and methods at the same time, so that the conversations afterward are quicker, sharper, and free of the translation problems that slow most change efforts. Hands-on tasks and a digital workbook turn ideas into practice.

You leave with: shared CX capability across the team, plus the Masterclass workbook

3 Strategy – turn knowledge into a plan

MONTH 3

Knowledge is only potential energy until someone decides what to do with it. In a focused one-day strategy module – a dedicated half-day for the C-suite and a half-day of execution planning – your leadership shapes a customer centricity strategy tailored to your organization, drawing on the experience5 MapCX blueprint of proven, best-practice steps. You leave with a draft strategy, not a stack of maybes.

You leave with: a draft customer centricity strategy

4 Embedding – make it stick

MONTHS 3-6

Finally, twelve team coaching sessions carry the strategy off the page and into the day-to-day. Session by session, your teams refine, pressure-test and take ownership of the plan – because a strategy people help build is a strategy people actually deliver. The draft grows into a detailed strategy with clear priorities and a roadmap for the next 3, 6 and 12 months.

You leave with: a detailed strategy and a 3/6/12-month roadmap

YOUR STRATEGY MATURES WITH YOU

Report-out > Draft strategy > Board-ready detailed strategy

7. What you walk away with

By the end of the six months, your organization holds three things that are genuinely hard to buy separately and even harder to fake.

A CLEAR, OBJECTIVE BASELINE

An evidence-based read of where you stand today, scored on the same 1,000-point framework used across the Customer Institute's global community – so every future improvement has something honest to measure against.

A DETAILED, BOARD-READY STRATEGY

Grounded in your own reality rather than a generic template, with clear priorities and a roadmap for the next 3, 6 and 12 months – the kind of document a board can act on rather than admire.

TEAMS THAT OWN THE CHANGE

Most valuable of all: people who helped design the plan rather than teams waiting to be told what to do. Because the plan is built with your teams rather than handed to them, it keeps working long after the last workshop ends.



Not another course to admire and forget. A transformation your organization actually lives.

8. Built for complex organizations

This program was designed with large, multi-unit organizations in mind – the kind with several business lines, many locations, and the healthy internal complexity that comes with scale.

- The **assessment** can target individual units and journeys, not just the organization as a whole.
- The **strategy work** respects the real constraints of budget, governance and competing priorities.
- The **coaching** meets your teams where they are, not where a textbook assumes they should be.
- Regulated, service-heavy sectors such as **banking and financial services** tend to feel right at home here.



TWO SIDES OF THE SAME COIN

Throughout the journey we treat customer experience and employee experience as one system: the promise you make outside can only be kept by the people inside.

9. Customer Institute certified

The Customer Institute is an independent organization. Experts, practitioners, authors and educators from the field of customer centricity make up the institute's board of directors as well as the much larger group of contributors to its research and tool development.

There is a bonus worth naming: when your assessment score clears the bar, it earns formal Customer Institute certification. Clear the threshold and the assessment certifies your organization automatically – **no extra fee, valid for two years**. It adds the power of external recognition to the insight of the program, which is a useful thing to show customers, regulators and your own people alike.

Silver above 700 points	Gold above 800 points	Platinum above 900 points
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Individual participants of the CX Masterclass stage can additionally qualify as **Certified Customer Centricity Expert (CCCX)** upon passing the final examination – at no additional cost. The CCCX certification is valid for three years and turns into a lifetime certification if renewed once within those three years.



10. Your investment

One fee for the complete six-month journey – assessment, Masterclass, strategy module, coaching and certification included. It comes in below the same components bought separately.

COMPLETE SIX-MONTH JOURNEY

€65,000

all-in, delivered in-house for one organization

WHAT THE FEE INCLUDES

- Customer Institute Assessment on the 1,000-point framework, including the report-out in Customer Centricity Engine structure
- The CX Masterclass as a two- or three-day in-house event, including the digital workbook
- The one-day strategy module: a half-day executive briefing for the C-suite and a half-day of execution planning
- Twelve team coaching sessions across months 3 to 6
- Customer Institute certification – Silver, Gold or Platinum – at no extra fee, valid two years
- CCCX certification for Masterclass participants who pass the final examination

Travel and expenses for on-site delivery are already included. Prices exclude VAT (added for clients in Germany).

11. Who guides you

The journey is led by the Customer Institute and its president, **Stefan Osthaus**, one of the industry's top thought leaders and consultants. He has been a leader in Fortune 500 companies for more than 15 years and has held global responsibility for the customer experience of 120 million customers as well as the employee experience of tens of thousands of employees.

Stefan now helps leading organizations around the globe to combine their customer and employee experience practices and treat them as two sides of the same coin. He is a global keynote speaker and an insightful author.

The Customer Institute's board is made up of leading CX practitioners and educators from around the world. You are not buying a personality; you are buying a proven method, delivered by people who have done this at scale.

THE HONEST PROMISE

Customer centricity will not transform on the strength of enthusiasm alone. It needs a map, a shared language, a plan, and steady hands to help you walk it. You bring the ambition and the willingness to look honestly in the mirror. We bring the method, the tools and the guidance.



12. About the Customer Institute

We are the go-to destination for everyone looking to excel through customer centricity. We develop, promote and certify best practices. We help let the global CX community thrive in their professional development, personal growth and brand impact. Our board of directors is made up of leading global CX thought leaders.

Ready to begin? Let's talk about where your organization stands today.

GET IN TOUCH

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OUR BOARD OF DIRECTORS

