
Overview

This standard is about developing a customer-centred organisation. It includes identifying and developing a vision of how the organisation will work with both existing and target customers, making sure that marketing values are consistent with this vision and with any organisation brand or image and influencing policies, procedures and systems to ensure that these are customer-centred. It is for marketing professionals who are involved in influencing the way that their organisation works with its customers.

**Performance
criteria**

- You must be able to:*
- P1 identify and develop a vision of how the organisation will work with existing and target customers
 - P2 identify and influence customer-related behaviours expected of people in the organisation, in line with agreed values
 - P3 challenge behaviour that conflicts with expectations
 - P4 agree and communicate marketing-based values consistent with the vision
 - P5 influence the organisation's policies, procedures and systems to ensure that they are customer-centred
 - P6 ensure that values are consistent with any organisational brand and image
 - P7 make sure that the organisation's marketing goals are customer-centred
 - P8 monitor and review values, goals, policies, systems and procedures and identify appropriate changes

Knowledge and understanding

You need to know and understand:

- K1 the concept of culture as it applies to organisations
- K2 the organisation's vision and strategy
- K3 the organisation's brand and image
- K4 how to profile existing customers
- K5 how to identify target customers
- K6 effective methods of communicating values and supporting their application
- K7 methods of influencing goals, policies, systems and procedures to ensure that they are customer-centred
- K8 how to identify behaviours that will support agreed values
- K9 ways of influencing behaviour that conflicts with expectations

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