

## Overview

This standard is about developing a customer-focused organisation. It includes identifying the ways that your organisation works with customers and developing a vision to make it more customer focused. You align your ideas with your organisation's values, brand and image and agree the approach with decision makers. The standard covers identifying and communicating your organisation's expected skills and behaviours to colleagues and role-modelling this yourself. You also influence policies, procedures and systems to continually improve customer-focused approaches. The standard is for marketing professionals who develop a customer-focused organisation.

## Performance criteria

### *You must be able to:*

1. identify how your organisation currently works with existing and target customers
2. develop a vision for developing a customer focused organisation
3. check that the vision is consistent with your organisation's values, brand and image
4. identify the expected staff skills and behaviours to create a customer-focused organisation
5. agree the vision for a customer-focused organisation with decision makers
6. communicate the vision to colleagues and customers
7. communicate your organisation's expected skills and behaviours to colleagues
8. demonstrate customer-related behaviours to role-model your organisation's expectations to colleagues
9. support colleagues to implement customer-focused skills and behaviours
10. challenge colleague behaviours that conflict with your organisation's expectations of them
11. influence the organisation's policies, procedures and systems to ensure that they are customer-focused
12. evaluate your organisation's goals to ensure customer-focused approaches
13. monitor and review goals, policies, systems and procedures against the vision
14. identify improvements to values, goals, policies, systems and procedures
15. implement changes to continually improve customer-focused approaches

## Knowledge and understanding

### *You need to know and understand:*

1. the concept of organisational culture and how this influences the way that an organisation operates and presents itself to customers
2. your organisation's strategy for maintaining existing customers and attracting new ones
3. how to develop a vision for a customer-focused organisation
4. your organisation's values, brand and image and the impact that this has on existing and potential customers
5. the techniques that can be used to profile existing customers
6. the ways to identify target potential customers and understand their needs and expectations
7. the methods that can be used to communicate your organisation's vision and values to colleagues and customers
8. the importance of supporting the development and maintenance of colleagues expected skills and behaviours
9. the methods that can be used to influence goals, policies, systems and procedures to align with your organisation's customer-focused vision
10. how to identify behaviours that will support your organisation's values
11. the ways of influencing colleagues to change their behaviours when there are conflicts with your organisation's expectations
12. the goals, policies, systems and procedures that support the development of a customer-focused organisation
13. the importance of monitoring and reviewing how customer-focused your organisation is
14. the ways to identify and implement improvements
15. the legal, organisational, codes of practice and policies relevant to your role and the activities being carried out

Develop a customer-focused organisation

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**Suite** Marketing

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