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Business Competencies

Customer Focus (Attentive to expectations)

Has a clear focus on meeting the evolving needs of customers, as a key driver in achieving overall business success. The use of customer data to successfully manage the customer relationship. Using customer insights to better understand customer priorities and needs and deliver the best possible customer experience. Demonstrates a clear commitment to meeting customer's product and service expectations, in ways which provide a sustainable return to the business.

Competency Evidence	Indicative Behaviours	Suggested Career Stage
1 Basic	<ul style="list-style-type: none"> A developed understanding of the central role of the customer in developing and implementing effective marketing initiatives. Capacity to gather customer feedback and develop insights from customer data and research. Can input customer trends and customer insights into operational marketing plans. Clear ability to identify key internal customers and other important stakeholders for marketing, across the organisation. 	1 2
2 Developing	<ul style="list-style-type: none"> Understands the needs of customers and seeks to ensure that marketing develops products, services and other value propositions which best address those needs. Ensures that the organisation delivers on its service commitments to customers and seeks to track customer perceptions of service quality at all relevant touch points. Works collaboratively with internal customers and other key stakeholders across the business. 	3
3 Solid	<ul style="list-style-type: none"> Develops and implements marketing strategies which demonstrate a clear understanding of customer needs. Uses customer insights to drive key marketing initiatives, such as; new product development, proposition development, pricing and product /service delivery. Seeks to build long-term customer satisfaction as a key driver to building customer loyalty and to create sustainable and profitable customer relationships for the business. Promotes the value of effective customer information analysis and an effective CRM strategy across the business, as key drivers of sales and service success. 	4
4 Strong	<ul style="list-style-type: none"> Becomes a role model in championing the customer across the organisation as a key driver of sustainable competitive advantage and long-term profitability of the business. Advocates on behalf of the customer, in ways which are consistent with the long-term business and commercial objectives of the organisation. Seeks to improve the quality of customer interactions with the business, either online, face to face or by phone, as a means of delivering long-term sustainable growth. 	5
5 Exceptional	<ul style="list-style-type: none"> Is expert in providing strategic customer insights to the board and in guiding business strategy. Promotes customer focus as a key business strategy, across the organisation. Leverages breakthrough thinking with regard to customer focus, from other sectors and industries. Champions customer focus as a key driver of business success with key external stakeholders including strategic partners. 	6 7