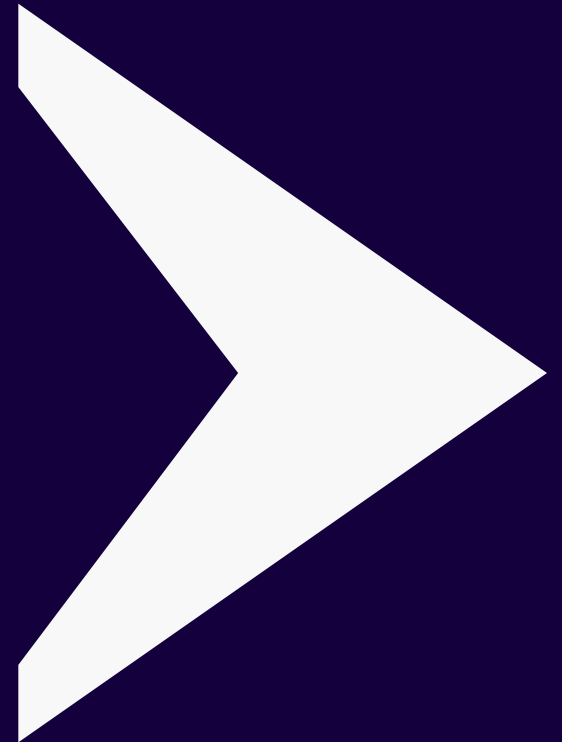


Building customer value as a core competency

Presentatie PvKO – 6 november 2013





Oad
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Oad NS
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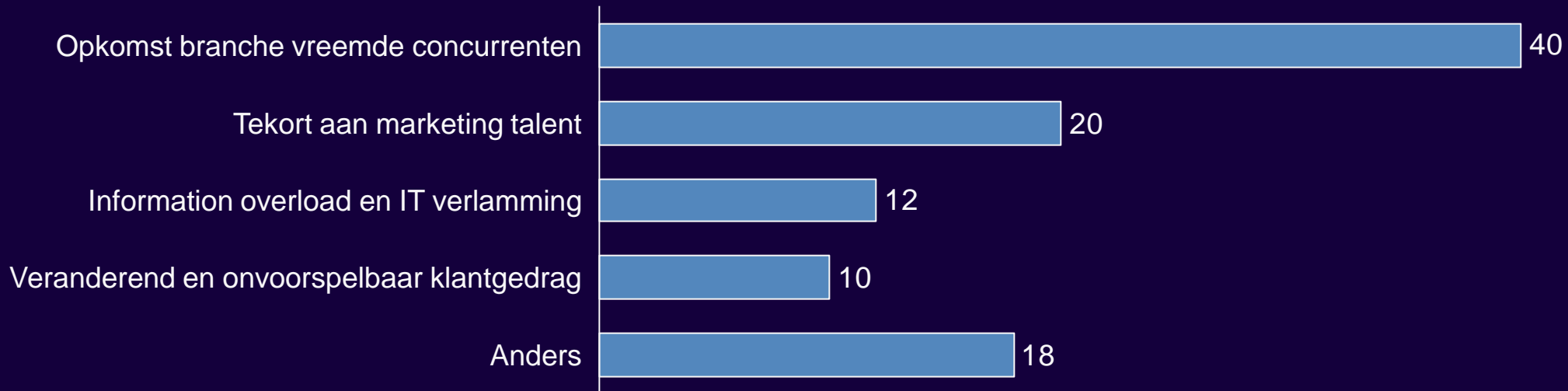
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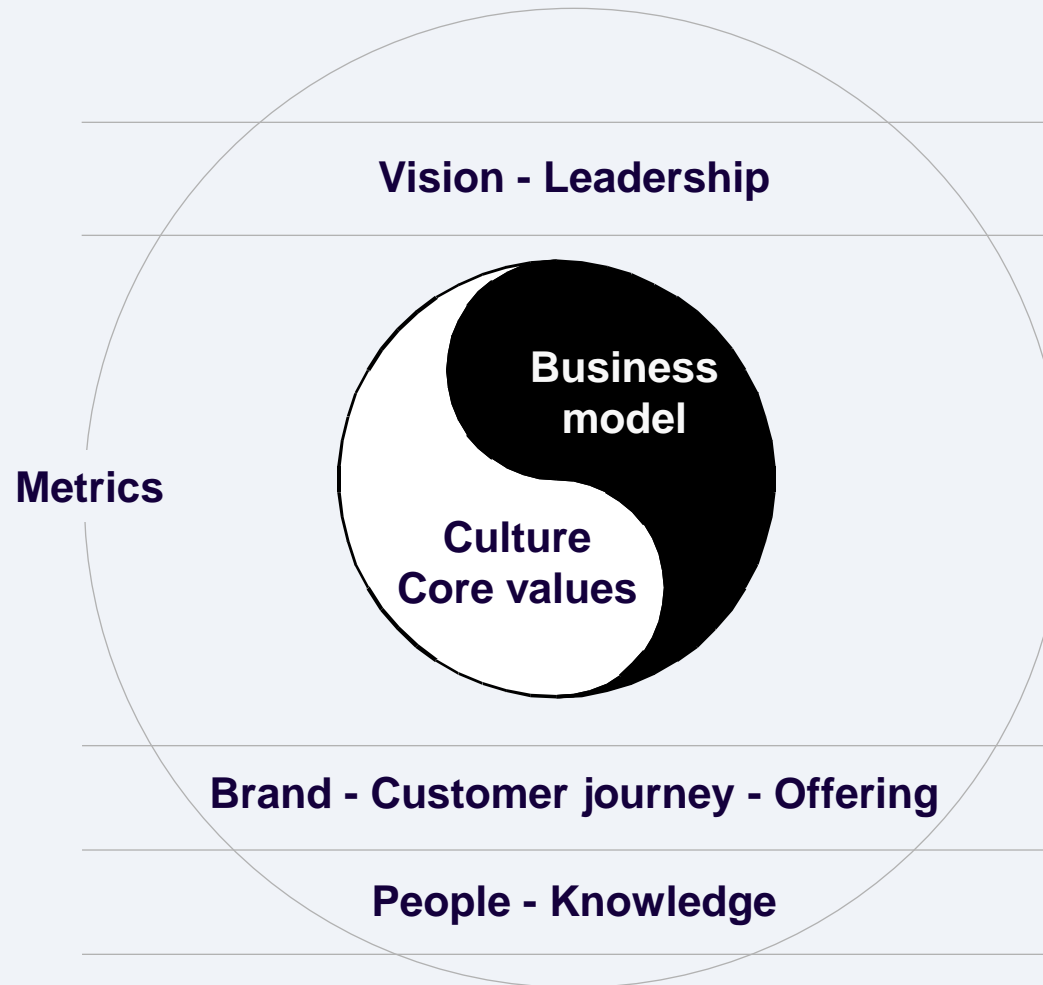




> Grootste bedreigingen volgens CMO's



➤ Customer centricity framework



➤ 1. Vision and leadership

DIRECT TALK with Peter Aceto



Search



Oct
22

The power of thought

posted 7:00 AM Oct 22, 2013 by [SuperStarSaver](#) under [Savings](#)

I shouldn't have been surprised to hear that it was ultimately the power of thought that solidified [Mark Tewksbury's](#) Gold medal win at the 1992 Summer Olympics in Barcelona – or for that matter, the National Synchronized Swimming Team's four Olympic medals. But I was, and was left remarkably inspired.

I recently met Mark at a leadership workshop. He along with [Debbie Muir](#) – who worked with Mark prior to his Gold Olympic win and led the National swimming team to the four Olympics medals – wrote "The Great Traits of Champions". This is a book that identifies the fundamental traits of achievers, leaders and ultimately their legacies.

Athletes have a tremendous amount of discipline, training and physicality that carry them through to championships. But what we often underestimate is the level of mental training that it takes for these athletes to achieve their goals. The mental roadblocks they work to remove are ultimately what make some champions stand out from the rest.

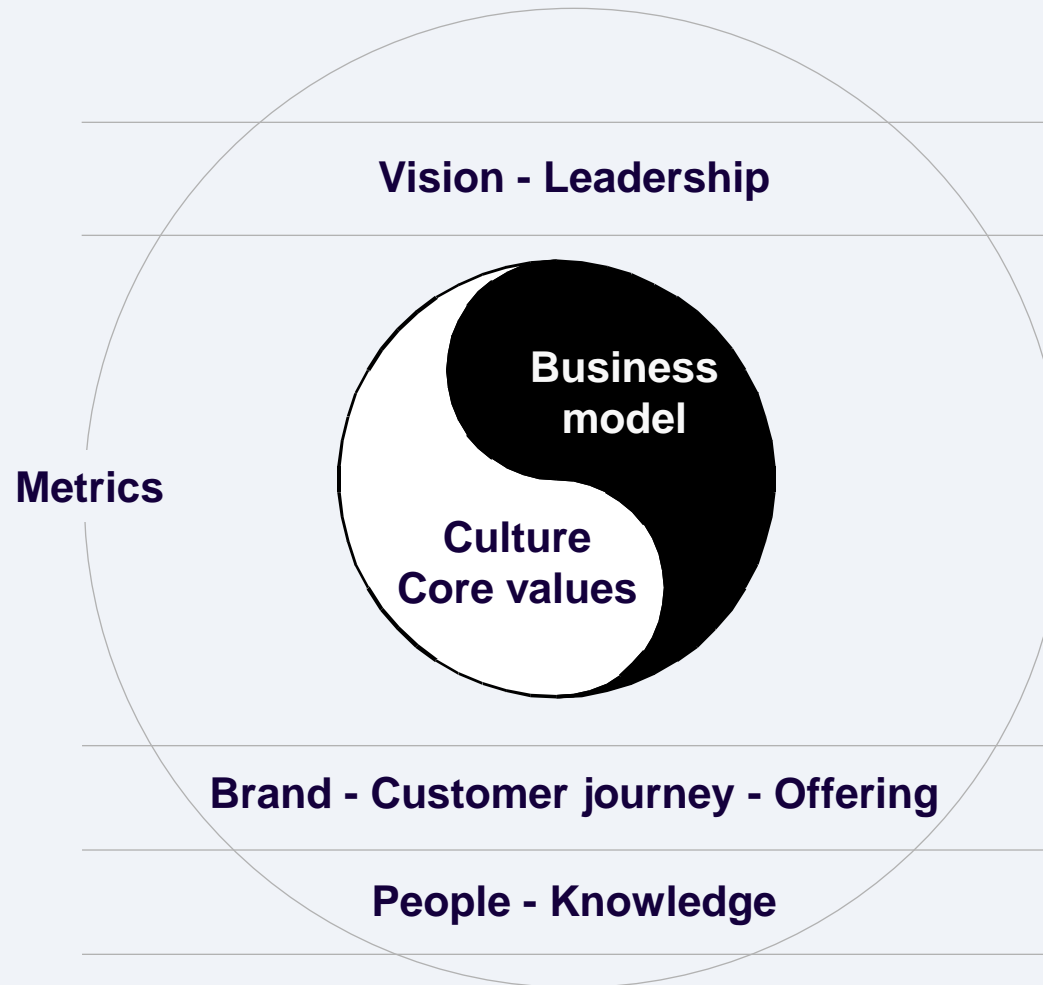
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➤ Customer centricity framework



➤ 2. Culture and business model

NUTS ABOUT SOUTHWEST 2011

More than peanuts are being served this time around.



➤ 2. Culture and business model

Hyves Zoeken Onthoud mij Wachtwoord vergeten?

Welkom bij de InShared preventiepagina

InShared is een online verzekeraar die er, samen met haar klanten, alles aan doet om schade te voorkomen. Als we met z'n allen wat zorgvuldiger in het leven staan, wordt Nederland een stukje veiliger, hoeven wij minder uit te keren en blijft er geld over dat we weer netjes terug geven.



Met relevante tips, nuttige adviezen, handige tools en slimme aanbiedingen willen we zorgen voor een prettiger leefomgeving voor ons allemaal. Dit doen we niet alleen, maar samen met u. Daarom willen we hier heel graag ook uw meningen, suggesties en ideeën horen.



InShared. We all benefit (Branded hyve)



Nieuw: de Banden Bundel

Ga dit jaar veilig de winter door

- ✓ Winterbanden voor de helft van de prijs
- ✓ Goed verzekerd tegen lek en schade
- ✓ Hoge korting op opslag en montage

[▶ Bereken hier uw voordeel](#)

€1.20 p/maand

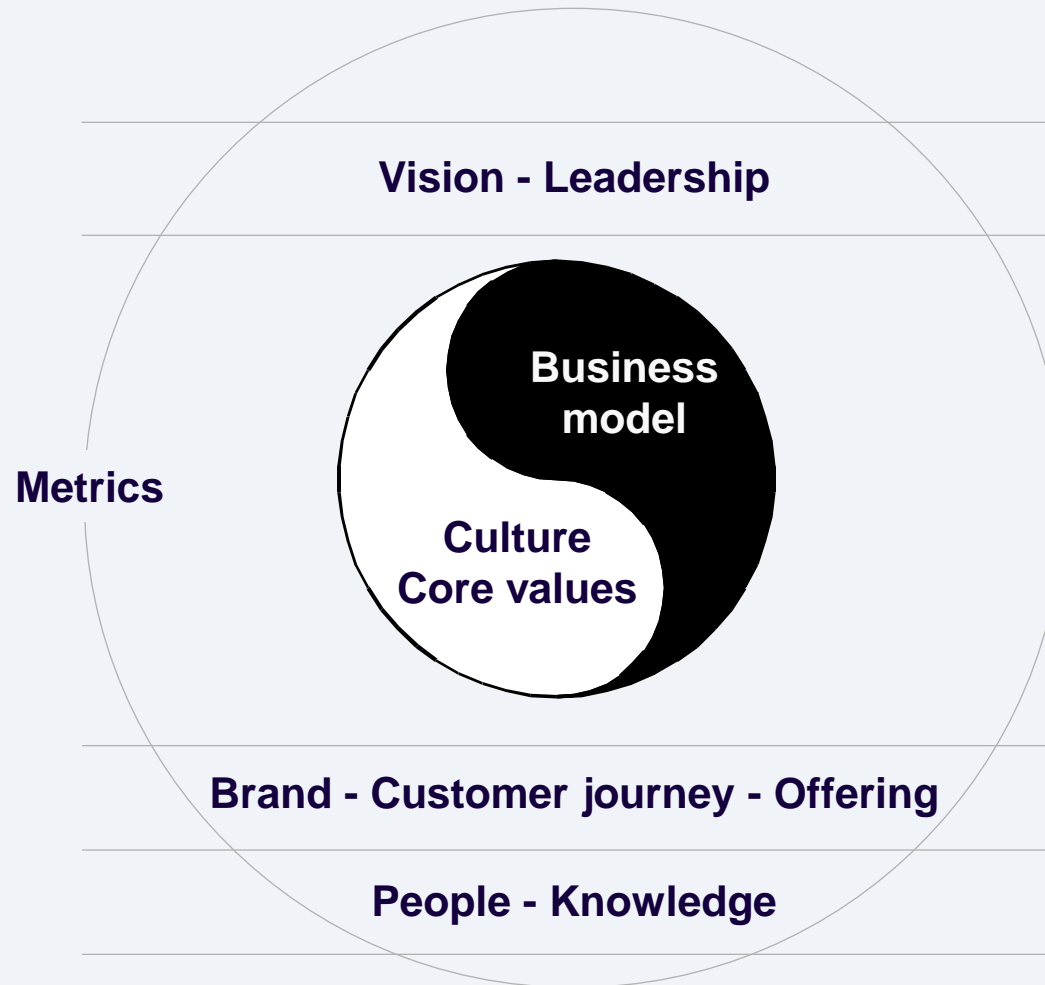
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Stap simpel over Overstapservice



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➤ Customer centricity framework



➤ 3. Brand, customer journey and offering



➤ 3. Brand, customer journey and offering



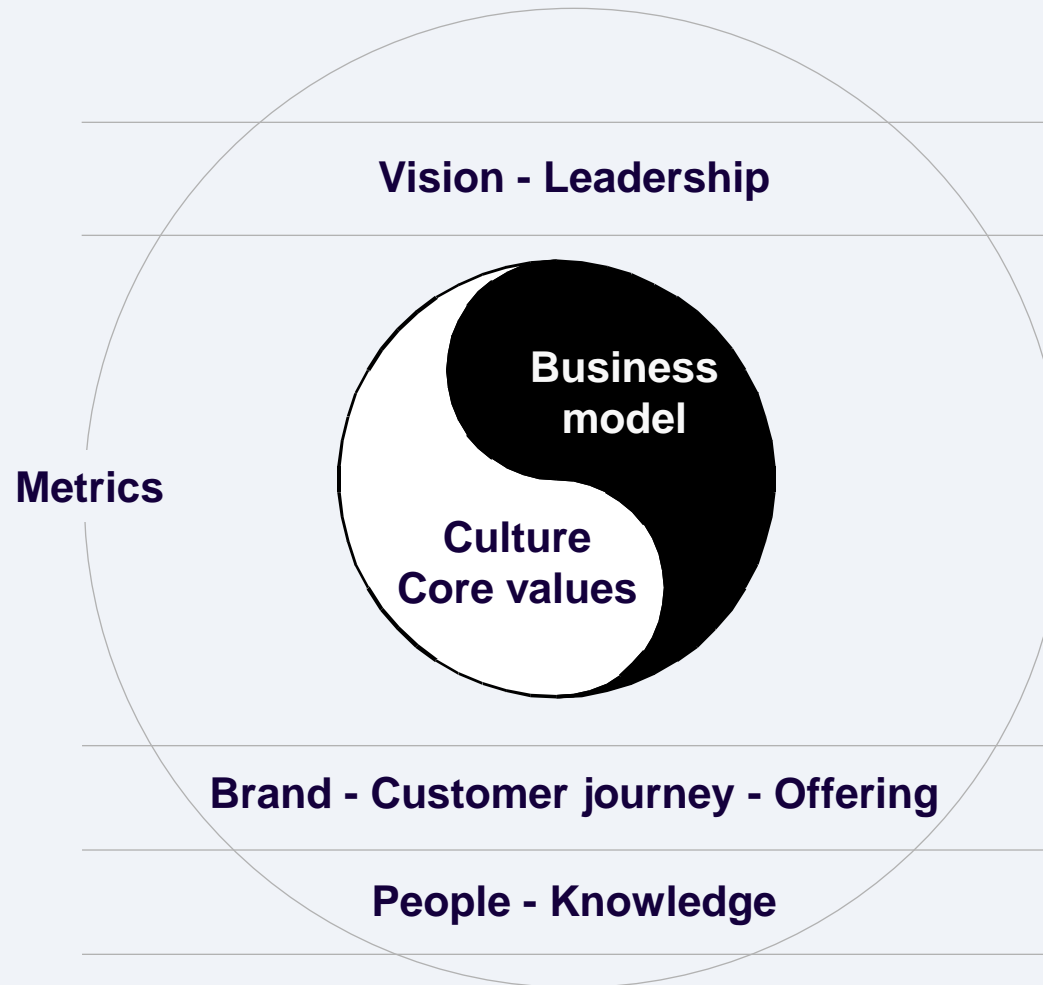
➤ 3. Brand, customer journey and offering



➤ 3. Brand, customer journey and offering



➤ Customer centricity framework



➤ 4. People and knowledge

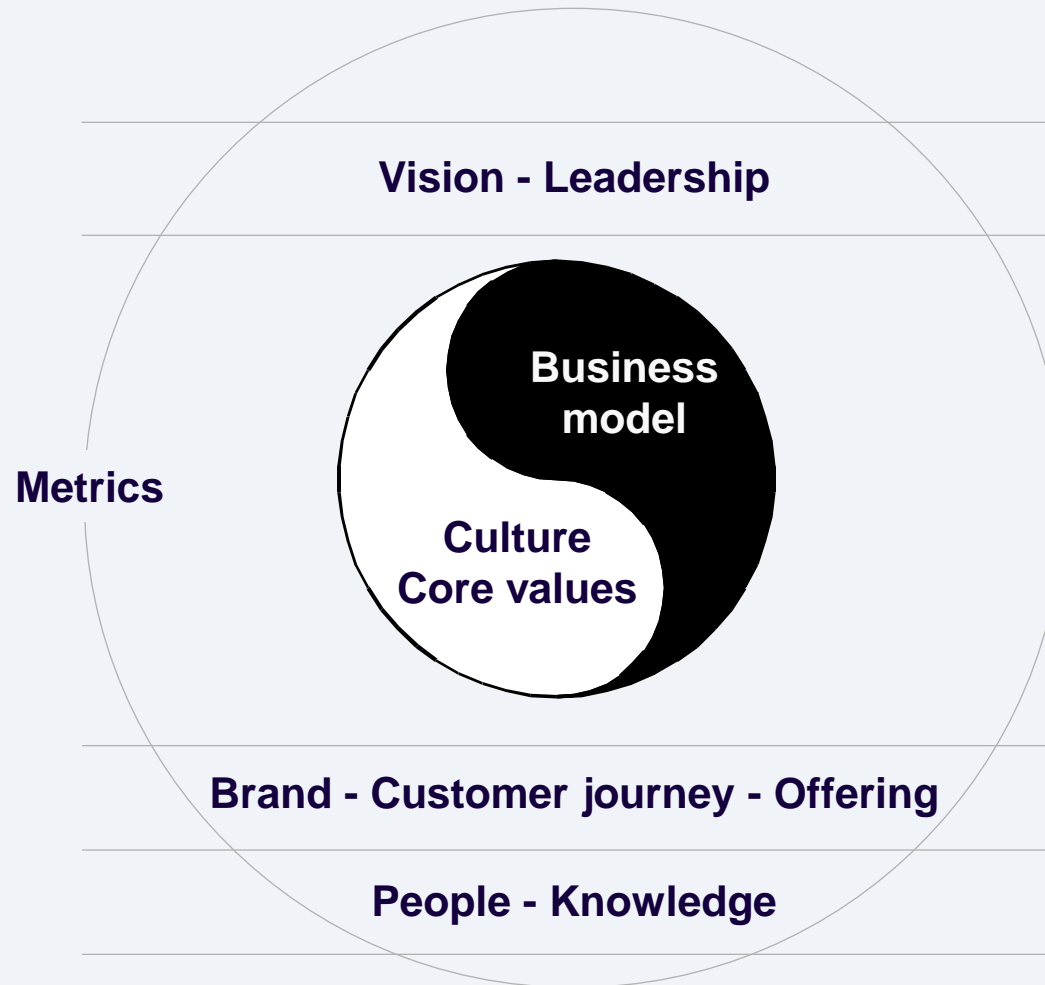


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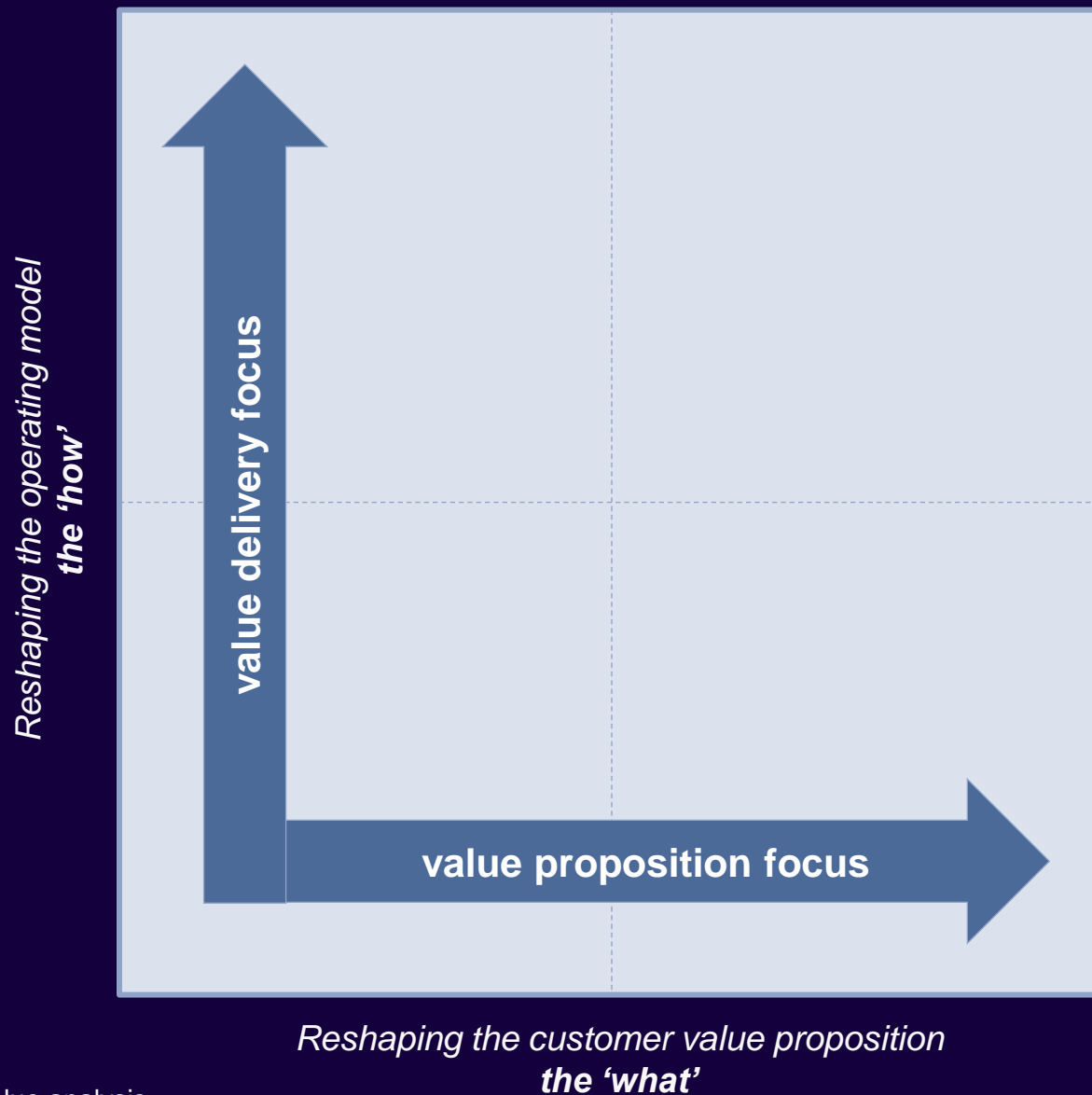
➤ 4. People and knowledge



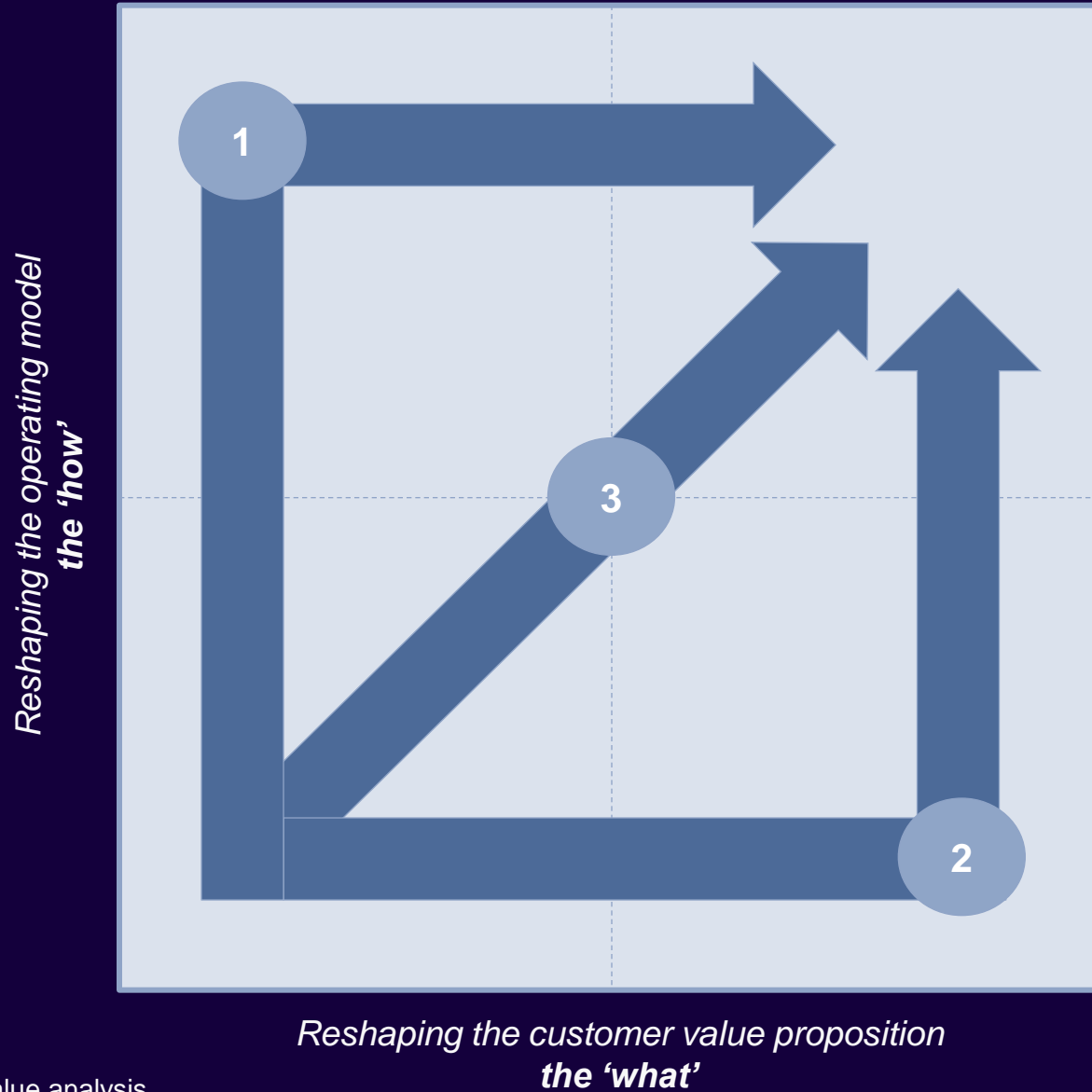
➤ Customer centricity framework



➤ Roadmap

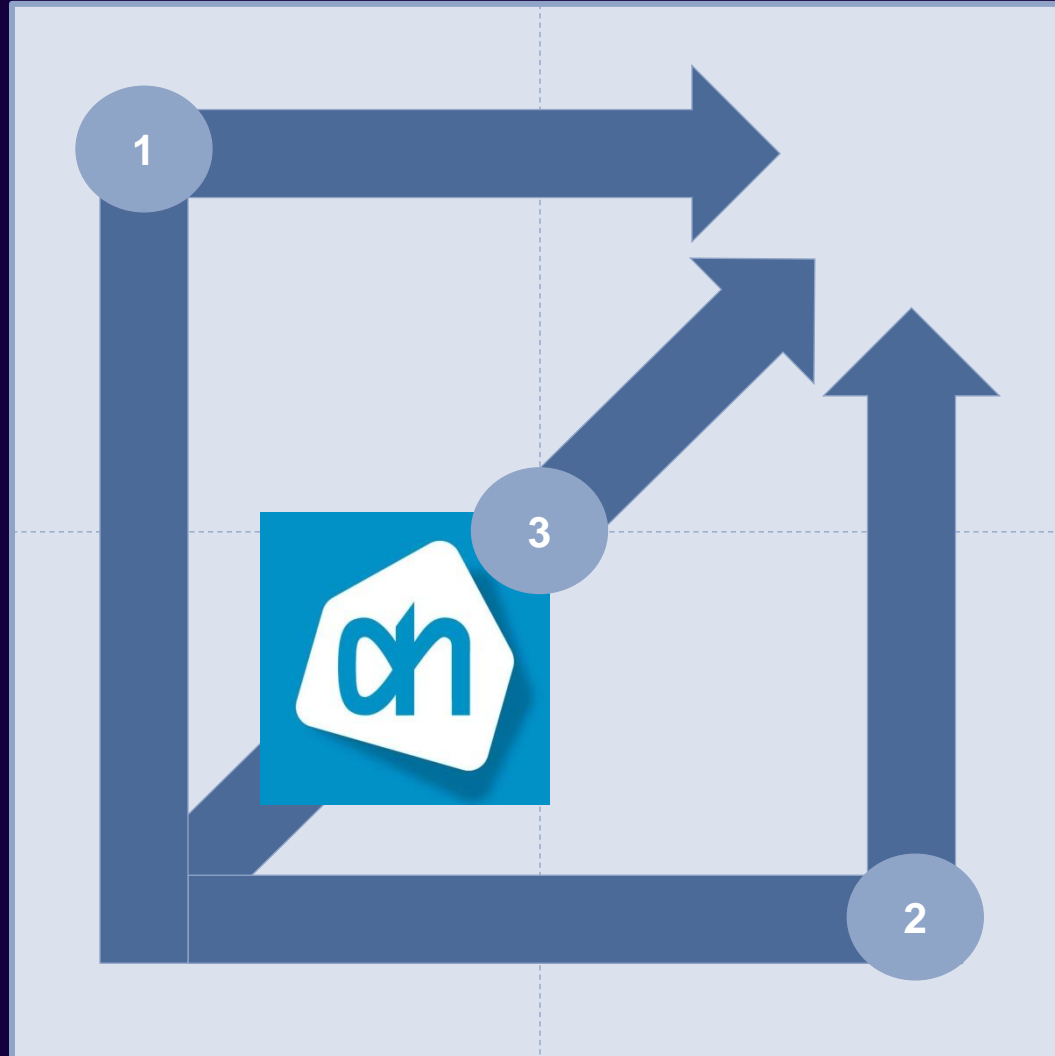


➤ Roadmap

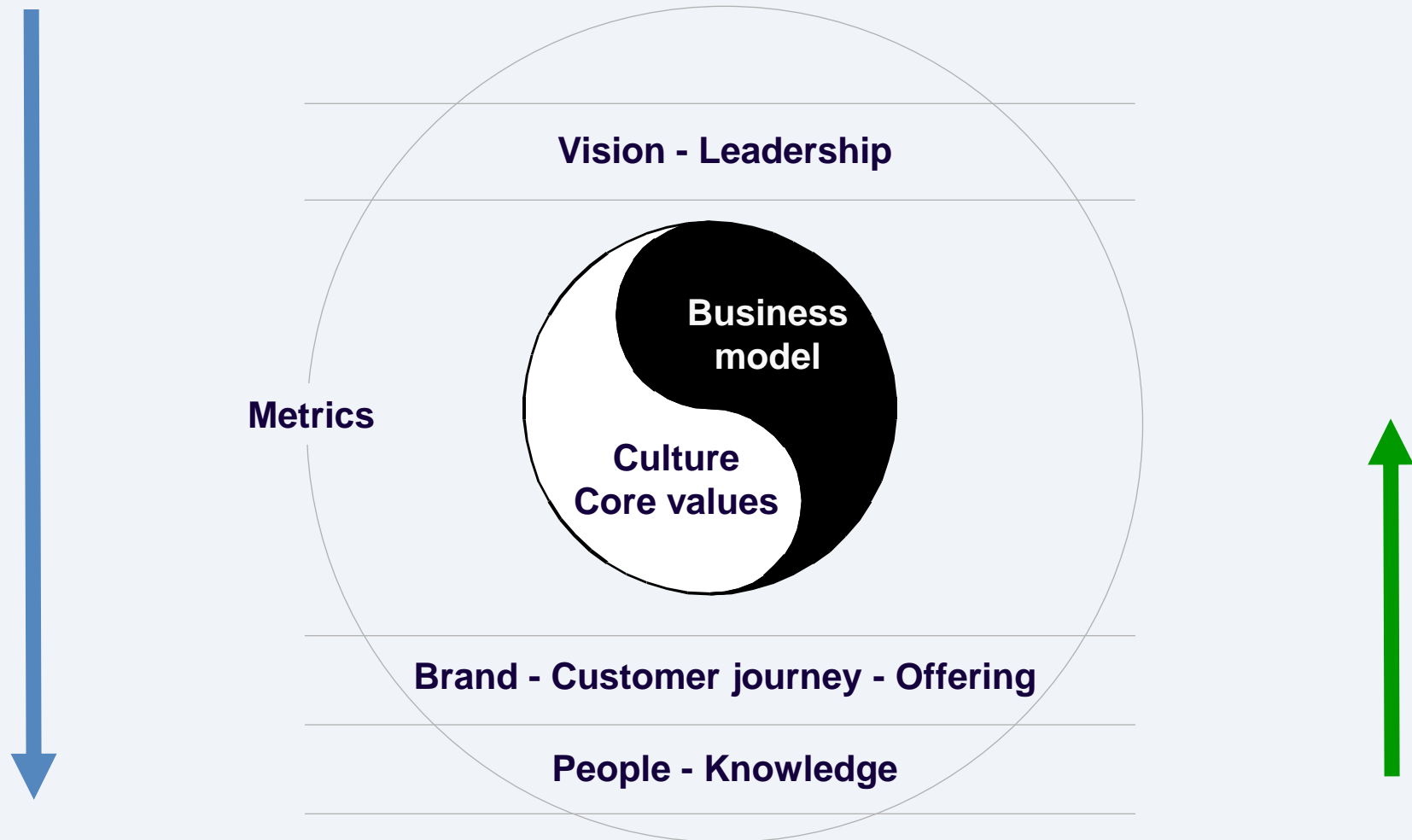


➤ Roadmap

Wehkamp



➤ The practical approach





◀ **VODW** ▶

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