



**Denyse works with organisations that want to grow, by attracting, delighting & retaining more customers**

## “ WHAT CLIENTS SAY

*Denyse is an expert and thought leader in her area of expertise. She helped us to become better at turning insights into action.*

**- Meltem Karahan, Carlsberg**

*I'd highly recommend Denyse for fresh eyes, broad experience, and a quick mind to add substantial value.*

**- Richard Treadwell, Biosensors**

*Denyse custom-designed the course, materials, and goals. This showed me that she doesn't just write about being customer-centric – she IS customer centric. She walks the talk.*

**- Vanessa Oshima, Coca-Cola**

*Her ability to shape a vision and drive change is unique. She understands brands & consumers..*

**- Andrea Bielli, Sevendots**

*Denyse knows how to translate best practices to the current digitalized business reality.*

**- Tom De Ruyk, Insites**

## Grow a More Profitable Business!

- Adopt an inspiring new culture to transform your customers' experience
- Attract the right customers
- Develop foundational business insights for your brands
- Create irresistible offers that attract and delight customers
- Surprise your customers with exceptional, personalised service
- Innovate more successfully by using customer desires and needs
- Prepare for future opportunities & risks across categories & borders

## DENYSE KNOW WHAT IT TAKES TO GROW BUSINESSES!

Organizations in 125+ countries have used her highly interactive, content-rich and results-oriented programs to attract, delight, and retain more customers.

Her clients include many Fortune 500 companies, and she has delivered expert lectures at many prestigious universities.

Denyse is the author of *"Winning Customer Centricity"*, the acclaimed roadmap for adopting a customer first strategy.



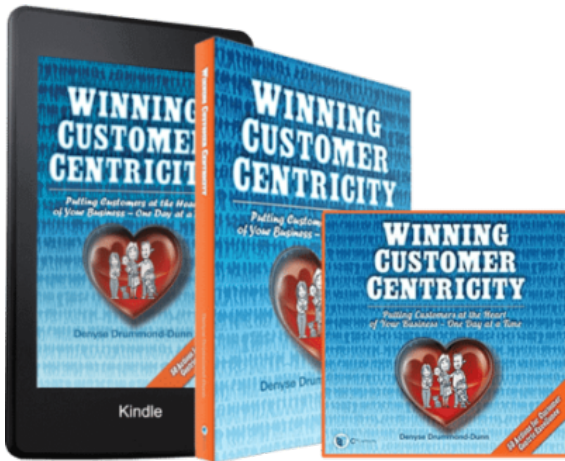
[Denysedd@c3centricity.com](mailto:Denysedd@c3centricity.com)

+41 79 933 9789

Ch de Prelets 13

CH - 1027 Lonay

# Denyse Drummond-Dunn



## Praise for Denyse's latest book

*"Despite my trying to practice it every day, Denyse's book Winning Customer Centricity still provided me with some fresh and practical new thinking. A must-read for today's and tomorrow's marketeers."*

**- Paul Polman, CEO Unilever**

*"In Winning Customer Centricity, Denyse provides hands-on recommendations on how to implement a successful customer strategy execution within 50 weeks! It works; her advice will do wonders for your company and your clients!"*

**- Prof. Dominique Turpin, President IMD**

*"... even if you think that you know your customers, this book will give you some personal epiphanies on your journey to truly knowing who your customers are."*

**- Martyn Etherington, CMO Mitel**

*"Most companies want to be customer centric, but few are. Denyse lays out the core foundational elements needed from organizational design to company culture to instil customer centricity at the heart of an organization. This is a must read for organizations ready and willing to put their customer needs at the core of business decisions."*

**- David Armano, Edelman Digital**

## Winning Customer Centricity

10 Questions to ask:

### GROW:

1. Do you inspire and motivate employees with customer-centric mission and vision statements?

### ATTRACTING:

2. Have you identified the most profitable customers and defined their persona?
3. Do you know what will attract your target to buy or switch from the competition?
4. Is your customer journey optimised to be painless, seamless and effortless?

### DELIGHTING:

5. Does your offer deliver above and beyond your customers' expectations?
6. Do your communications build trust and confirm your customer's purchase choice?
7. Is your customer service exceptionally friendly and a delightful experience every time?

### RETAINING:

8. Are your innovations based on customer needs & desires, rather than internal skills & technology?
9. Do you measure success with customer-centric metrics as well as financial ones?
10. Can customers be sure you will continue to deliver satisfaction well into the future?

## Find Denyse online:

**Programs:** [c3centricity.com/c3centricity-academy/](http://c3centricity.com/c3centricity-academy/)

**LinkedIn:** [linkedin.com/in/denysedrummond-dunn/](https://www.linkedin.com/in/denysedrummond-dunn/)

**Facebook:** [facebook.com/denysedd](https://www.facebook.com/denysedd)

**Instagram:** [instagram.com/denysech/](https://www.instagram.com/denysech/)

## Some of Denyse's Happy Clients:

