







Denyse Drummond-Dunn



Denyse works with organisations that want to attract, delight & retain more customers.

Grow Your Business Faster and More Profitably!

-  Attract the very best customers
-  Create irresistible offers that attract and delight customers
-  Surprise your customers with exceptional, personalised service
-  Innovate more successfully by starting with customer desires/needs
-  Excite your employees with an inspiring new culture
-  Prepare for future opportunities & risks across categories & borders



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 WHAT IT TAKES TO GROW A BUSINESS!

Organisations 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, as well as several prestigious universities, where she has delivered expert lectures.

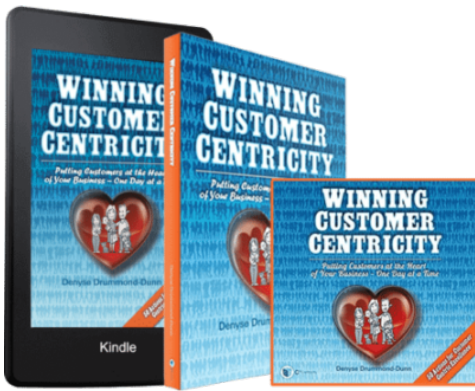
Denyse is the author of "Winning Customer Centricity", the acclaimed roadmap for adopting a customer-first strategy.



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Praise for Denyse's book:

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

- Paul Polman, CEO Unilever

"... how to implement a successful customer strategy in 50 weeks! It works!"

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

"... this book will give you some personal epiphanies on your journey to truly knowing who your customers are."

- Martyn Etherington, CMO Mitel

"... core foundational elements needed from organizational design to company culture to instil customer centricity at the heart of an organization."

- David Armano, Edelman Digital

10 Questions to ask yourself:

ATTRACT:

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

DELIGHT:

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

RETAIN:

7. Are your innovations based on customer needs & desires, not just your internal skills?
8. Do you measure your success with customer-centric metrics, not just financial ones?
9. Can customers be confident you will continue to deliver satisfaction well into the future?

GROW:

10. Do you inspire & motivate employees with a customer-centric mission and vision?

Find Denyse online:

Programs: <https://denysedd.com/programs-consulting/>

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:

