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BRIGHT IDEAS — Customers First

Ever wonder how many organizations really put their customers at the center of what they do? They are very rare.

Pampering customers can seem like an expensive frill in times like these, yet more and more companies talk about becoming customer focused. However, talking about it and doing it are two different things.

We believe that the *customer experience* is the next battleground for retaining and acquiring customers. While customers love low prices, businesses perish from relying solely on price as a means of selling their products and services.

Are your processes organized around your customers' expectations and the *customer experience*?

[Click here](#) to learn more about our hallmark techniques which are incorporated into **IDEAS®**, the performance improvement method that *delivers advantage start to finish*.

Brought to you by the experts in Workflow Performance Improvement:

Memorable Quote:

"The transition begins when you give away experiences to sell existing offerings."

Pine & Gilmore
The Experience Economy



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