

Customer-Centered Reengineering : Remapping for Total Customer Value

This customer-driven approach to reengineering is essential for organizations wanting to develop and increase customer loyalty. Customer Centered Reengineering is a tested framework for realigning strategy, structure, and systems around the customer, this book shows how to: integrate customer's needs with reengineering efforts; initiate and lead the reengineering effort by embracing the 7 C's: closeness, clarity, courage, creativity, competencies, commitment, and consistency.

