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A Journey of Transformation with
customers at the centre

miraclon



10 Questions to Turn Customer-Centricity Into Action

1. What does “shedding old skin” look like in your view, and what would be the first layer you’d remove?

→ List one outdated process, policy, or mindset you can challenge this quarter.

2. If our vision is “making packaging better for everyone,” what does “better” mean in my department and does that match what customers think?

→ Write down one way your department defines “better”.

3. Where are we still operating with an inside-out mindset?

→ List one area where shifting to an outside-in view would improve the customer experience..

4. What is one promise we often make to customers that becomes harder to deliver because of silos?

→ Note which departments are involved and suggest one way to bridge the gap.

5. Who in your team could be the next “customer steward”?

→ Nominate one person this quarter to keep the customer’s voice alive day-to-day.

6. What's the single change in how we collaborate across functions that would make life easier for customers?

→ Propose one cross-functional project that focuses on solving a recurring customer problem.

7. Am I close enough to the customer reality?

→ Commit to one Gemba Walk in the next 30 days: on the production facility, in customer service, or with a client.

8. Where can I give my people more freedom to say “yes” to customers instead of hiding behind policy or processes?

→ Identify one rule or process that frustrates customers and explore whether it can be simplified without risk.

9. How can we act less like a vendor and more like a strategic ally?

→ Write down one behaviour or initiative that would strengthen long-term partnership with clients.

10. How often do we anticipate a customer's challenge before they raise it?

→ Run a “what could go wrong” scenario to identify issues early and propose proactive solutions.

Notes