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CUSTOMER CENTRICITY:

A Journey of Transformation With
Customers at The Centre

AUTOREK, GLASGOW, 2026



10 Questions To Start Your 3 Transformations

1. When you look at the full experience an AutoRek customer has today, from first contact to ongoing partnership, where is the one moment where a small change would make the biggest difference?
2. Where in AutoRek do you see the biggest distance between what leadership says about the customer and what actually happens on the ground?
3. What would it take for every team at AutoRek, sales, product, support, finance, to feel equally responsible for the customer experience?
4. Think about a routine interaction AutoRek has with a customer: a renewal call, an onboarding session, a support ticket. What does that experience feel like from their side, and what would change if you moved it from functional to emotional?
5. What is a process, feature, or habit at AutoRek that has been running on autopilot for years? What was the original reason for it, and does that reason still hold?

6. Is there a conversation you are avoiding with a customer right now, about their real challenges, their doubts about ROI, or their curiosity about building in-house? What would happen if you had it?
7. Think of a situation where you had to say no to a customer because of a policy or process. Was that the right answer? What would "Finding the Yes" have looked like in that moment?
8. What would you discover about your customers' real challenges if you spent one day alongside them, observing rather than presenting?
9. There are conversations happening right now in your customers' boardrooms, about AI, about ROI, about what they could build themselves. What are they saying about AutoRek? And what would you want them to be saying?
10. What is one small thing, one clearer explanation, one faster response, one more proactive conversation, one warmer interaction, that you could change in your role to make the customer experience 1% better starting this week?

Notes