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CUSTOMER CENTRICITY:

A Journey of Transformation With
Customers at The Centre

TOTAL ENERGIES UK, LONDON 2026



10 Questions To Start Your 3 Transformations

1. Think of a decision you made recently at work. Did you start from the customer's perspective, or from an internal process and work outwards? What could you have done differently?
2. Which layer of the customer needs pyramid does TGP operate at most consistently – functional, emotional, life-changing, or social impact? Which layer does the company most rarely reach? Why and what would you do instead?
3. Think of a time when a policy or protocol stopped you from helping a customer the way you knew they needed. What would "finding the yes" have looked like in that moment?
4. In what ways is TGP currently showing up as a vendor rather than a growth partner, and what would it take to show up differently?
5. What is one assumption, habit, or inside-out way of thinking that you are willing to shed starting tomorrow?

6. Think of one process, interaction, or touchpoint that your customers currently have to navigate to work with TGP. What makes it harder than it needs to be — and what is one concrete step you could take to reduce that friction?
7. Beyond delivering the contract and the service, what is one thing TGP could do that would genuinely create customer value?
8. What would you discover about your customers' real challenges if you spent one day alongside them, observing rather than presenting?
9. What is one small thing you could do differently every day, in how you run a meeting, respond to a request, or make a decision, that would consistently put the customer at the centre of your thinking?
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