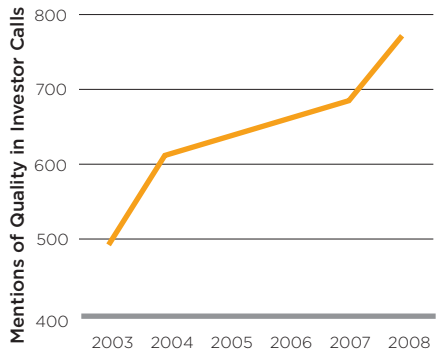




**The Quality function has only a limited role in driving a differentiated customer experience.**

Companies regularly emphasize quality as a differentiator, and our research shows analysts increasingly reference quality when discussing growth and financial outcomes. However, only one-third of business leaders report involving the Quality organization in strategic projects.

### We See a Better Way Forward



n = 97,265 Analyst Call Transcript.

- Most organizations incorporate Quality functional perspectives when diagnosing customer needs.
- But leading organizations recognize that competitive differentiation requires understanding how Quality impacts the customer experience.
- These companies place Quality at the core of a unique customer experience, influencing purchase decisions and driving customer loyalty directly through product and service performance.

## › Answers to Your Questions TODAY

**“How do we understand Quality’s impact on the customer experience?”**

**Voice of the Customer Effectiveness Diagnostic**—Evaluate the strength of your voice of the customer process at digging deep into customer needs and experiences.

**“How do we integrate customer views into our products and services?”**

**Customer Experience Awareness Toolkit**—Apply proven tools from companies that have successfully aligned decision making and employee behaviors with customer needs.

**“How well do our functional competencies match those required for a customer-focused Quality organization?”**

**Quality Investment Diagnostic**—Understand the perspectives and prioritization of Quality staff and leaders and business partners across a variety of customer-focused competencies.

## FUTURE Offerings

**Quality Customer Impact Model**

Use our tools to quantify and communicate Quality’s direct impact on revenue and loyalty.

**Quality and the Customer Experience Profiles**

Apply emerging practices and innovations in improving the total customer experience through Quality.

**Executive Networking**

Learn directly from senior Quality executives what has and has not worked for them, during our 2011 executive retreat and conference series.

### Contact the Member Support Center for Assistance

P: 571-303-3348 | E: olex@executiveboard.com

Not a member? Click [here](#) to request information and contact a representative.