

# Customer-centric Project Management - , Phil Peplow

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This short guide explains what customer-centricity means in terms of how you work and its importance for project performance; using tools and processes to guide customer-centric thinking will help you see the results of engagement and demonstrate how things can improve, even on difficult projects. The text provides a straightforward implementation guide to moving your own business to a customer-centric way of working, using a model called Exceed, and provides some guidance for ensuring that customer-centricity is sustainable and supported in the organization. Customer-Centric Project Management is both a practical guide and a rigorous, well-researched text that draws on established models and uses the example of project implementation in a healthcare environment to demonstrate the impact of this significant way of thinking about value. Adopting a customer-centric mindset and using the Exceed process to measure and monitor customer satisfaction will help you move towards working with happier, more engaged stakeholders. Author: Harrin, Elizabeth Author: Peplow, Phil Publisher: Gower Illustration: N Language: ENG Title: Customer-Centric Project Management Pages: 00140 (Encrypted EPUB) / 00140 (Encrypted PDF) On Sale: 2012-11-01 SKU-13/ISBN: 9781409443124 Lib Category: Project management Lib Category: Customer relations Category: Business & Economics : Business Communication - General Category: Business & Economics : Human Resources & Personnel Managemen Category: Business & Economics : Project Management

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