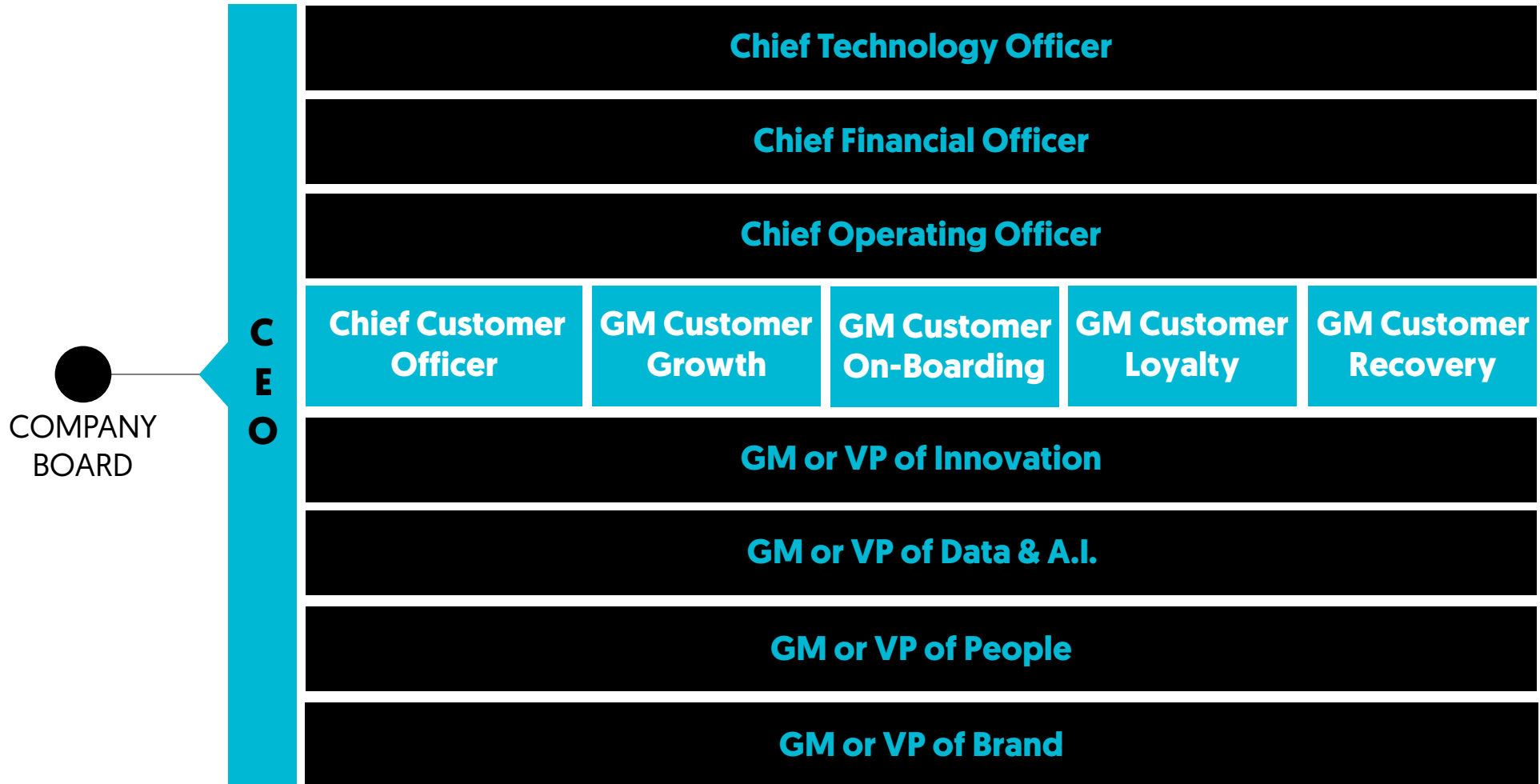


# COMPANY STRUCTURE IN THE AGE OF CUSTOMER



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1. People may perform one or more roles depending on the size of company. For just about any size company the role of Chief Customer Officer is essential.
2. There are 4 pillars that form the foundations of the company - Brand, People, Data and Innovation.
3. Brand is the beating heart of the company and the company forms around its concept of “brand”. What does/will this company represent?
4. People, from the Founder/s to the senior staff and including contractors and suppliers, will be a key competitive advantage.
5. Data is one of the 4 pillars on which your company will grow and prosper. This function incorporates responsibility to gather and leverage data and the use of A.I.
6. Innovation has to be a pillar and has to become part of the fabric of the company.
7. Customer is in effect the raison d'être of the business. Nothing is more important than “Customer”.
8. The Chief Customer Officer is basically the most critical role of all and has responsibility for the entire Customer Journey, including working to win back a customer who's churned away. Reporting to the CCO is the GM of Customer Growth, previously known as GM or VP of Sales. This new structure reflects the enormous changes that have occurred in the traditional notion of the sales process and how customers are now very much in control.
9. The remaining positions are the traditional roles, of COO, CFO and CTO.