



# Customer Centricity Audit to Enable Long-term Growth

Analytical and strategic deep dive assesses the status quo and identifies strategic growth areas and quick wins

In saturated markets, faced with high competition, fast-changing environments and changed consumer behaviour your company's future success relies on the trust and loyalty of your customers. Customer loyalty is one of the major differentiating factors of the next decades, deciding between decline or positive development for your company.

Through assessment of internal data, selected qualitative interviews as well as customer feedback, enable2grow analyses the status quo of your company's level of customer centricity. Using classic strategic methods enable2grow helps you prioritize the biggest pain points, growth areas and quick wins.

An initial workshop combined with a thorough analysis and interview series leads to:

- A comprehensive perspective and report on customer centricity in your company
- A first prioritization of the most relevant areas of improvement
- One to five quick wins, which can be executed immediately to unlock further growth

**"The customer-centricity audit with enable2grow lays a thorough foundation from which you can lead your company in alignment with your vision and with the wishes of your customers. From here you can scale in an economically sustainable way and concentrate on further growth drivers and ideas."**



**Melanie Hoffmann** | Enabler, Expert for Customer Centricity

Melanie has led numerous digital transformation efforts, digital product development and digital marketing strategies in the last 20 years. Observing the power of customer centricity during her time at Amazon as a Senior Marketing Manager convinced her to bring this topic to the centre of her consulting work. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).