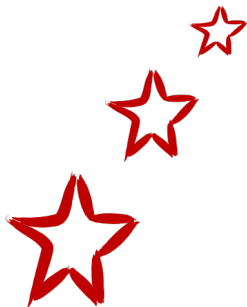


# Corporate values should be about CX



The ultimate success of your company depends on how well you offer a valuable experience to your customers – current and potential.

Corporate values act as **guiding stars** to employees' thinking and actions.

Values that are not about the customer experience encourage inward thinking.

Instead **customer-focused values** should be driving everything you do.

**An inward focus is a tell-tale sign of poor customer experience and in the longer run low profitability.**