

GLOBAL 300 | 2021

# MEASURING CUSTOMER CULTURE THROUGH THE EYES OF LEADERS

The first ever global benchmarking report on customer culture



ENDORSED BY PROFESSOR PHILIP KOTLER  
Known around the world as the "Father of Modern Marketing"



## Leadership Committed to Customer Culture

Be part of a global research study that will allow every company participating to compare themselves against the most customer-centric companies in the world.

# A Word from Dr. Linden Brown

Chairman MarketCulture



Thank you for taking this first step to be part of MarketCulture's Global 300 research study. The purpose of this first study is to bring an exclusive group of 300 organizations together to measure customer-centric culture through the eyes of leaders.

This will form the first ever global benchmarking report that will allow every company participating to compare themselves against the most customer-centric organizations in the world.

## **Is your company committed to customers?**

If yes then this is for you. There is no cost just 10 minutes of 3-8 senior leaders' time in your organizations to complete an online assessment. Your result will be confidential and will give you an

understanding of the strengths and weaknesses of your company across 8 disciplines that drive customer retention, advocacy and business performance. Do you want to improve?

By being part of this exclusive group, you will have many benefits. Firstly, you will receive your own company results that will allow you to know exactly where you are in driving a customer culture. You can create an internal conversation with your senior colleagues around the customer.

You will also have the opportunity to meet other participating companies and be part of a cohort for sharing experiences. You will be able to attend exclusive learning sessions around best practices, understanding how a customer culture will give your

company a return on investment as well as how you can build a framework for success.

This study will include small, medium and large organizations. It will allow you to see how your company is positioned by region, industry and B2B or B2C. It is restricted to the first 300 companies that decide to participate. So, if you are interested then register so you don't miss out.

### **So what is it?**

It is an online assessment called the Market Responsiveness Index also known as the MRI.

The MRI measures the behaviors of employees over eight key disciplines that drive a strong culture that focuses on the customer. These disciplines resulted from 3 years of research completed by my team at MarketCulture with the most customer-centric and profitable companies globally. These disciplines form the behaviors of employees in driving superior customer experiences. The MRI is scientifically validated and proven to drive future business performance such as customer retention, innovation, advocacy, revenue growth and profit.

It also measures customer and competitor risk. Is your company at risk of losing customers to competitors and eroding your margins and profitability?

### **So how do you step up and take the challenge?**

Simply register your interest by clicking on the link on this page and fill in the information required. You will soon receive an email confirming your company has been accepted to participate in the study.

You will also receive an invitation to an official online launch which will happen on the 11<sup>th</sup> of August 2021. Soon after the launch you will receive an email providing the steps to prepare and your own confidential company link to the assessment. You will then have 7 days for 3-8 senior leaders to complete. That's it. I ask that you plan ahead and speak with the senior leaders who you will be inviting to contribute. You can provide this brochure to them or a link to our Global 300 landing page which includes an online video explaining the research study. [Here is the link.](#)

Should you wish to ask a question please [contact me directly.](#)

Again, I would like to thank you for being part of an exclusive group and look forward to meeting you in one of the online sessions. Stay safe.

Dr. Linden R. Brown  
**Chairman & Co-founder**



## REGISTRATION



"I have known Dr. Linden Brown for 25 years. MarketCulture is the foremost world authority on customer-centric culture.

This research study, the MarketCulture Global 300, is an opportunity for your senior leaders to benchmark the culture of their organization against the world's most customer-centric companies and understand what actions they need to take to retain customers. Kotler Impact, eWMS and WMS are partnering with MarketCulture on this important project. I have said it many times – "retain your customers then you don't need selling."

-- Professor Philip Kotler

# Participants' Benefits

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## WHY YOU SHOULD PARTICIPATE IN THIS RESEARCH STUDY

### WHAT ARE THE BENEFITS FOR PARTICIPATING COMPANIES?

- **Receive your benchmarked result** against both the world's best and all companies participating in the study using an already validated, effective culture measurement tool – the Market Responsiveness Index (MRI).
- The result you will receive will show **your organization's position against our existing database**, and those companies participating in this study. Results will be provided by region, industry, organization size and type (B2B or B2C).
- Be part of an **exclusive group of 300 companies** that will have the opportunity to meet with MarketCulture leaders to:
  1. Discuss the **best cultural practices** of customer-centric companies.
  2. Learn **how to better build business performance**, reduce cultural risk and gain a return on investment.
  3. Discover **how to build a road-map to implement profitable change** in your organization.
- Your organization will be able to signal

to your employees and to your customers that **you are committed** to improving the value you provide to them and their experience with you.

- A key benefit of engagement in this study is that it will **initiate a journey towards a stronger customer focus** and team culture that can create a competitive advantage and drive improved customer loyalty, advocacy and business performance. This will also result in reduced risks of ineffective innovation, loss of customers and eroded profitability.
- **Be part of a global study for improvement.** Meet people from other companies who share the same values and vision.



# Research Approach

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## There are four steps:

1. Organizations to complete the online entry into the study.
2. MarketCulture to provide a confidential link and instructions to the sponsor so the company can complete the MRI Assessment.
3. Collect data over a 2 month period (August to September). Maximum of 300 invitation-only organizations. Participants have 7 working dates after receipt of instructions to complete assessment.
4. MarketCulture provide an overall report and individual results to participating companies on 19th October 2021. Included will be short online tutorials as a guide to reading your report.

## WHAT RESOURCES ARE REQUIRED FROM PARTICIPATING COMPANIES?

- A minimum of 3 and a maximum of 8 senior selected leaders/managers to complete the assessment.
- The assessment will take approximately 10 minutes per participant.



# The Purpose of the Global 300 Study

SOME OF THE COMPANIES IN MARKETCULTURE'S DATABASE

amazon.com®



BLACKROCK

CHUBB®



FedEx



Mercedes-Benz



TOYOTA



3M

The MarketCulture Global 300 study aims to help companies understand how they compare with others on the eight disciplines known to be practised by the most customer-centric and profitable companies in the world.

For this study, we will measure and benchmark three hundred companies worldwide to help you understand what a profitable culture is, why it is essential and practical advice on building it into your organization. This study is designed to help organizations increase their customer advocacy and its associated sustained growth and profitability through embedded cultural behaviors amongst leaders and employees.

It includes measuring your organization's current level of culture using a validated benchmarking tool. In addition, we provide recommended strategies for strengthening those cultural behaviors, that lift customer loyalty and advocacy, revenue and profit growth. It will also measure the risks your organization faces to its current and future customer base and to its profitability.



# About MarketCulture

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MarketCulture was founded to help those organizations that want to grow by putting customers at the heart of their business. Based in Silicon Valley, we specialize in helping businesses around the world profit from a stronger customer-centric culture.

During 2007-2010 MarketCulture developed a validated tool to measure and benchmark the level of customer-centric culture of companies, business units, functions and teams and how it drove their innovation, growth and profitability. The result was the Market Responsiveness Index (MRI). The MRI is now used by companies like Vodafone, Toyota, Deutsche Telekom, Hitachi, Shell and BlackRock as a benchmark to measure their level of customer centric culture in a global database made up of several hundred large, medium and small businesses.

This database includes many of the world's most customer-centric organizations and will be used to benchmark the organizations that choose

to take part in this study. It will help leaders identify strengths and weaknesses from which they can plan and implement a path to a stronger culture and sustained profitability.

In 2014 MarketCulture published an award-winning book called *The Customer Culture Imperative: A Leader's Guide to Driving Superior Performance*, by Linden R. Brown and Chris L. Brown. This is a unique guide to help leaders of organizations measure and chart a roadmap to strengthen customer-centricity. It was awarded the global marketing book of the year in 2015.

For the MarketCulture Global 300 study a worldwide team is led by Dr Linden Brown, Chairman of MarketCulture. He has held professorial positions at INSEAD Business School (France), Cranfield School of Management (England) and the University of Technology, Sydney (Australia).

## CONFIDENTIALITY?

The results of individual organizations participating in the MarketCulture Global 300 Study are confidential. At no time will your company's name be linked to a result or position in the index. The only time your organization will be mentioned is as a participant in the study.

## WHICH COMPANIES WILL BE PARTICIPATING IN THIS STUDY?

Although the study is invitation only, it is focused on a diverse range of industries and geographies and will include:

- Up to 20 industries, including government and non-profits.

- Small, medium and large enterprises
- B2B and B2C organizations

It is for Senior leaders of organizations who genuinely want to strengthen their customer-centric culture and reduce their risks to erosion of their customers and profitability. This desire to improve customer-centricity is reflected in their vision, values, culture and strategies.

They see a strong culture embedding the customer into their business as a driver of competitive advantage and future business performance.



GOLD PARTNERS



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ACADEMIC PARTNERS



PARTNERS





**MarketCulture Strategies, Inc.**

Downtown San Jose, 99 S Almaden Blvd., Suite 600, San Jose, CA 95113, USA

P. +1 (800) 817-8582 E. [info@marketculture.com](mailto:info@marketculture.com)

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