

TRIVERA CUSTOMER_CENTRIC GROWTH PLAYBOOK

Put customers at the core of every decision.

The TRIVERA Customer-Centric Growth Playbook™ helps organizations operationalize customer obsession by aligning structures, rhythms, and incentives to measurable customer outcomes. Through current assessment, journey mapping, operating model redesign, and cultural adoption, TRIVERA transforms how your teams deliver value, ensuring every decision enhances the customer experience and drives sustainable growth.

Playbook Phases

1. **TRIVERA CORE™ Assessment** – Assess your current level of customer focus.
2. **Customer Journey Mapping** – Visualize the customer experience to pinpoint friction, delays, and missed value opportunities.
3. **Customer-Centric Operating Models** – Redesign business operations to align roles, metrics, and governance with customer outcomes.
4. **Transformation Enablement & Change Management** – Embed customer-centric behaviors, governance, and accountability into everyday operations.

Deliverables You Can Expect

- TRIVERA CORE™ Assessment • Current-to-Future Journey Map Set
 - Customer-Aligned Operating Model Blueprint
- KPI & Governance Framework for Customer Outcomes
 - Customer-Centric Change Management Toolkit
- Adoption Dashboard & Experience Metrics Template
- Continuous Feedback & Improvement Framework

Outcome: *A truly customer-aligned operating model that transforms every process, role, and decision into a driver of customer value by creating loyalty, advocacy, and sustainable profitability.*

