

CIO  
EDGE

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ADAPT

COMPETE VIA

CX

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GROUP EXEC TECHNOLOGY ANZ

INTRO

UNDERSTAND

ENGAGE

EVOLVE

MECHANISMS

CULTURE

## CX IS MORE THAN CUSTOMER SERVICE



## INTRO

UNDERSTAND

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CULTURE

They are not  
an outsider on  
our business.  
They are part  
of it.



A customer is the most important visitor on our premises.

They are not dependent on us.  
We are dependent on them.

They are not an interruption on our work.  
They are the purpose of it.

They are not an outsider on our business.  
They are part of it.

We are not doing them a favour by serving them.  
They are doing us a favour by giving us the opportunity to do so.

MAHATMA GHANDI\*

\* Paraphrased for today's sensibilities ... because it's difficult to please everyone, at any time, unless you're an avocado

INTRO

UNDERSTAND

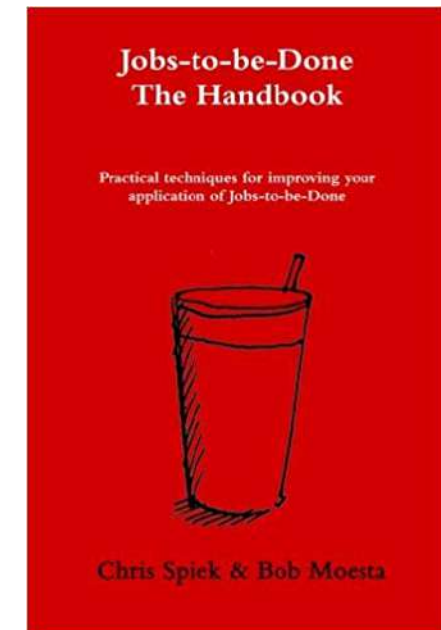
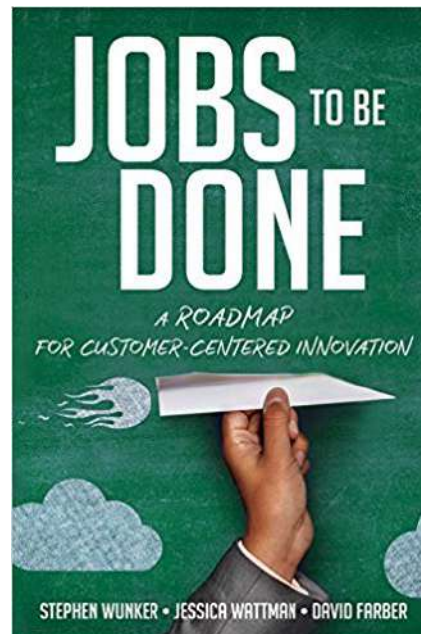
ENGAGE

EVOLVE

MECHANISMS

CULTURE

## UNDERSTAND YOUR CUSTOMER



INTRO

UNDERSTAND

**ENGAGE**

EVOLVE

MECHANISMS

CULTURE

## ENGAGE WITH YOUR CUSTOMER





INTRO

UNDERSTAND

ENGAGE

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MECHANISMS

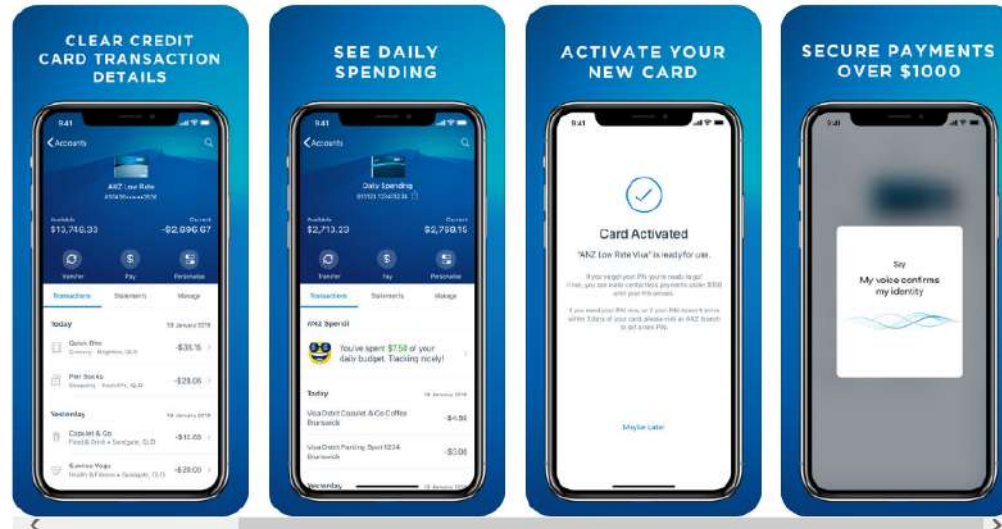
CULTURE

## EVOLVE WITH YOUR CUSTOMER

## App Store Preview



**ANZ Australia** 4+  
ANZ Banking Group Limited  
#3 in Finance  
★★★★★ 4.7, 310.4K Ratings  
Free

Screenshots [iPhone](#) [iPad](#) [iMessage](#) [Apple Watch](#)

INTRO

UNDERSTAND

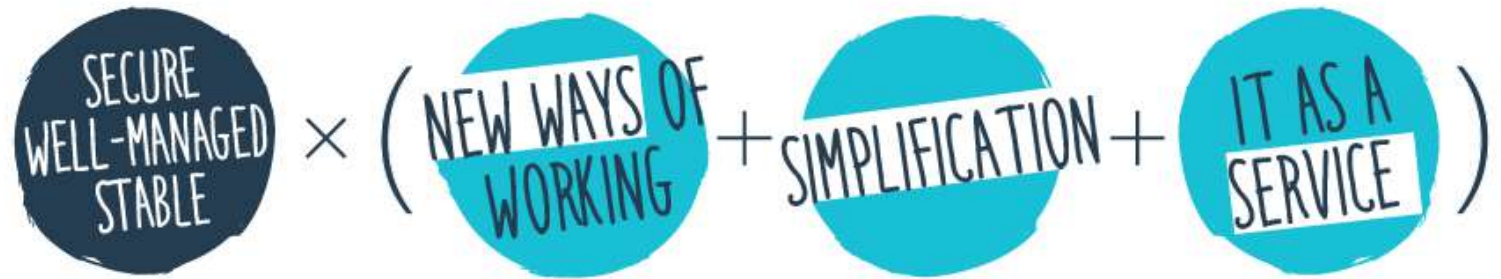
ENGAGE

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MECHANISMS

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## WE'RE GOING FOR GR8CX@SCALE



# GR8CX@SCALE

## LEADERSHIP, LANGUAGE, BEHAVIOURS

INTRO

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INTRO

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CULTURE

# Culture is the by-product of consistent behaviour

ReWork

## You don't create a culture

Instant cultures are artificial cultures.

They're big bangs made of mission statements, declarations and rules. They are obvious, ugly and plastic. Artificial culture is paint. Real culture is patina.

You don't create a culture. It happens. This is why new companies don't have a culture. Culture is the by-product of consistent behaviour. If you encourage people to share, then sharing will be built into your culture. If you reward trust, then trust will be built in. If you treat customers right, then treating customers right becomes your culture.

Culture isn't a foosball table or trust falls. It isn't policy. It isn't the Christmas party or the company picnic. Those are objects and events, not culture. And it's not a slogan, either. Culture is action, not words.

So don't worry too much about it. Don't force it. You can't install a culture. Like a fine scotch, you've got to give it time to develop.

# THANK YOU

Hope it was a useful experience!