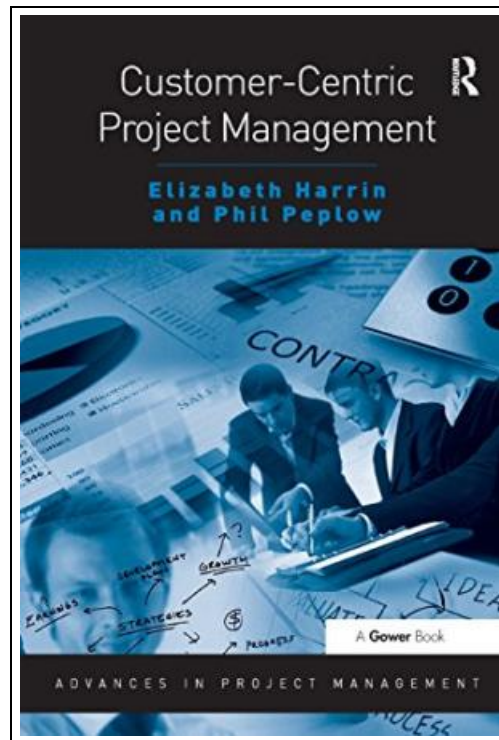# Customer-Centric Project Management

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Reviews

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CUSTOMER-CENTRIC PROJECT MANAGEMENT

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Taylor Francis Ltd, United Kingdom, 2012. Paperback. Book Condition: New. New ed.. 234 x 154 mm. Language: English . Brand New Book. There has been a sea-change in the focus of organizations - whether private or public - away from a traditional product- or service-centricity towards customer-centricity and projects are just as much a part of that change. Projects must deliver value; projects must involve stakeholders, and Elizabeth Harrin and Phil Peplow demonstrate convincingly that stakeholders are the ones who get to decide what value actually means. Customer-Centric Project Management is a short guide explaining what customer-centricity means in terms of how you work and its importance for project performance; using tools and processes to guide customer-centric thinking will help you see the results of engagement and demonstrate how things can improve, even on difficult projects. The text provides a straightforward implementation guide to moving your own business to a customer-centric way of working, using a model called Exceed and provides some guidance for ensuring that customer-centricity is sustainable and supported in the organization. This is a practical, rigorous and well-researched text. It draws on established models and uses the example of project implementation in a healthcare environment to demonstrate the impact of this significant way of thinking about value. The authors can t guarantee that the Exceed process will radically improve project success rates, and no process can. Adopting a customer-centric mindset and using the Exceed process to measure and monitor customer satisfaction will, however, help you move towards working with happier, more engaged stakeholders.

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