Corporate values should be about CX
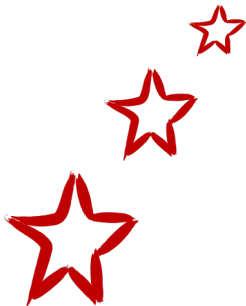
The ultimate success of your company depends on how well you offer a valuable experience to your customers – current and potential.

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.