

## Why

Too often the customer is not visible for a great many people in the company. However, direct, real-life contact with the customer and their needs/desires is one of the strongest ways to build customer focus and to stay or to become a successful company. Also, for most people it is very motivating to have direct contact with the people they are working for. Customer satisfaction figures can never replace this!

## What

Invite customers into meetings, conferences, the office etc.

## How

Look for opportunities to organize direct contact between co-workers (of all disciplines) and customers.

Some examples:

- Organize an open day for customers and co-workers (perhaps also invite partners and children of customers and/or co-workers?).
- When meeting to elaborate on the company's mission, vision and strategy invite customers to parts of the meeting (e.g. during dinner to have a chat with them).
- When you organize teambuilding activities make sure that one element of the activities is always connected to customers.
- Review meetings you have had and determine where it would be perhaps unusual but possible to invite customers.
- Allow all co-workers to spend some time in the different selling points or customer relation units.

## When

When you want to encourage customer focus in a powerful and practical way.

### Critical success factors

Motivate customers to come.  
Make the encounters interesting and fun for both customers and co-workers.

### Possible workshop exercise

Discuss the possibilities and effects of this practice.