

Balancing the Needs of Your Brand's Three Core Customer Groups

(Consumer, Zee & HQ Staff)



EMERGING	2
FRANCHISOR	0
CONFERENCE	2
NOVEMBER 2-4	2

Nashville, TN

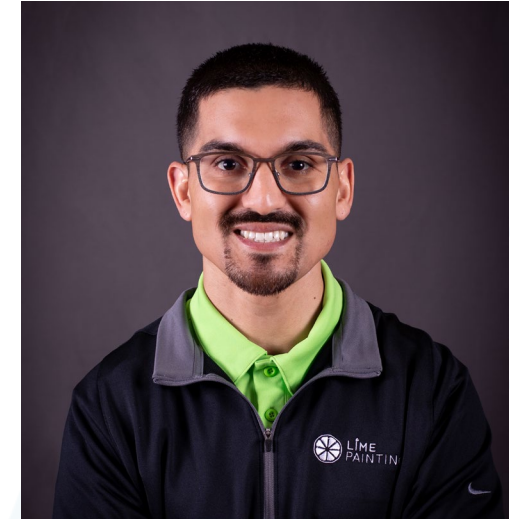
Panelists



Larisa Walega, CFE
Vice President, Marketing
Ziebart International Corporation



Cathy Chavenet
Vice President, Marketing
Duck Donuts

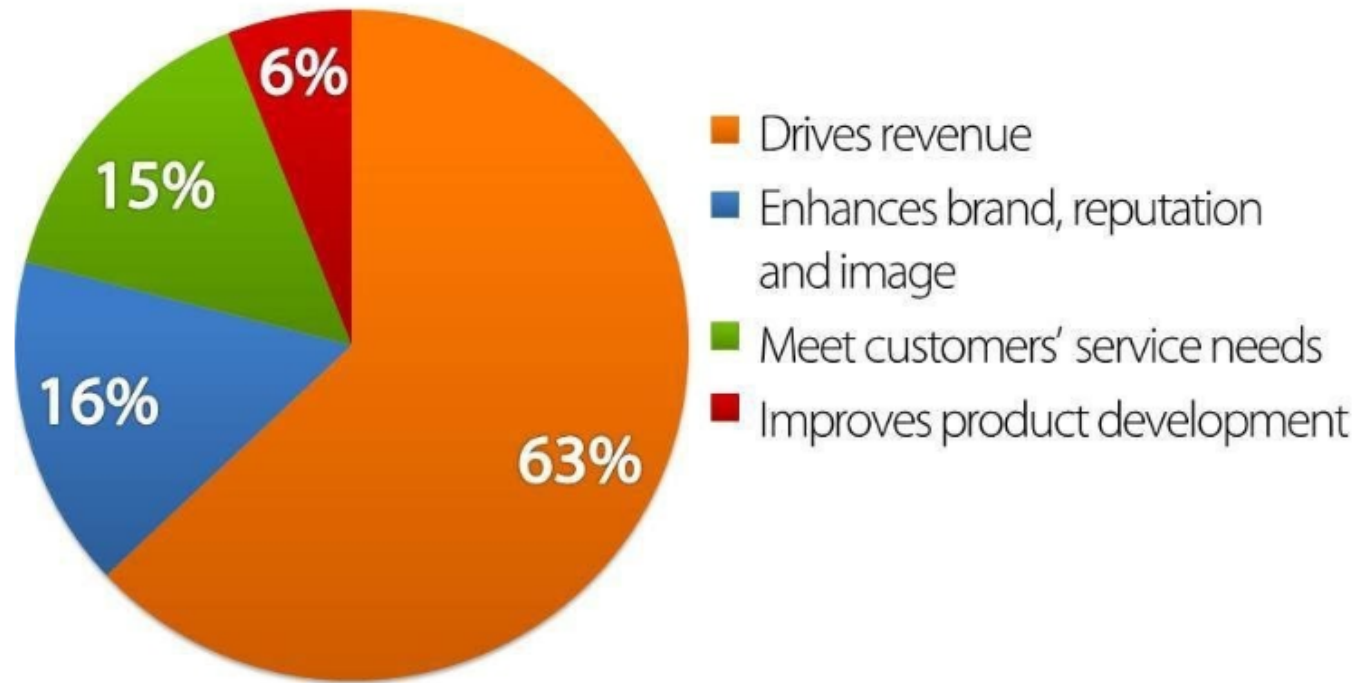


Nick Lopez, CFE
Founder & Steward
LIME Painting



What are the REAL benefits of Customer-centricity?

Published on August 23, 2020



[Laurie P Smith](#)

COMMUNICATION / BEHAVIOUR / PERFORMANCE [Customer-Centricity/Customer Experience, & Sales Transformation expert & influencer!]



Ziebart International Corporation
400 locations - 36 countries
Brand Years Old: 64
110 Headquarters Team Members
87 Franchise Owners
1MM+ Drivers Served Annually



Duck Donuts
112 locations – 3 countries
Brand Years Old: 15
35 Headquarters Team Members
70 Franchise Owners
+3.6MM Guests Served Annually



LIME Painting
80 locations – 1 country
Brand Years Old: 9
12 Headquarters Team Members
40 Franchise Owners
1,300+ Customers Served Annually

To drive lifelong relationships, how did your brand identify the core needs that drive each of your three customer groups?

How does your leadership team put the needs of each group at the center of your brand's plans for growth?

How does your brand keep each group engaged and excited about your brand's promise and it's' future?

How is your leadership team structured to ensure delivery on each customer groups needs?

What is one misstep your brand made, that took you off track from being a customer centered brand and how did you resolve it?

What is the best piece of advice you would give our audience today, to ensure they can balance the needs of their three customer groups?

Q & A

Key Take Aways

1. Define Personas
2. Recruit Against Values
3. Be Intentional About Org Chart
4. Develop Daily Management Style
5. Measure Engagement & Satisfaction
6. Hold Your Team Accountable
7. Speak With One Voice
8. Communicate & Collaborate

Actionable Next Step

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