

## The Prudential – Think Customer

As part of the ongoing commitment towards customers, Prudential wanted to run a series of Think Customer days throughout three UK sites. Purple Monster had been working with the Brand and Proposition team for the previous 12 months on the highly successful Customer Champions Programme, so Purple Monster was engaged to design and facilitate Think Customer days in Craigforth, Paddington and Reading.



**PRUDENTIAL**

### Aims:

- To create three separate days to enhance customer awareness and encourage everyone to 'Think Customer' throughout any business decisions taken throughout the organisation.
- To deliver engaging, high impact events with the customer at the heart of the process.
- Enable staff to better understand the realities and needs of the customer by bringing real customer stories to the Prudential.
- To influence as many people in the organisation as possible.
- To begin to connect one's actions in specific roles with an effect on the customer, even in non-customer-facing roles

### What we did:

In close consultation with the programme director, head of brand experience and proposition and senior management, Purple Monster collaboratively designed and delivered a series of powerful interventions and workshops.

Using a team of real Prudential customers, highly experienced facilitators and professional actors, Purple Monster delivered:



