

Building A Customer-Centric Supply Chain

In the customer-centric supply chain we focus on reliably serving the customer. We map our customers' processes in order to better understand their needs, speak with our customers to define what matters to the customer, and build win-win relationships. The customer is at the center of all aspects of our business.

In this course, we explore the customer-centric supply chain and apply customer-centric concepts to the learners' supply chain organization.

We will:

- Explore the ways in which greater alignment across the supply chain organization enables customer-centric processes
- Identify the customer-centric opportunity in the learner's organization
- Consider how cost-to-serve analysis can help segment and better serve customers
- Join colleagues in identifying how the organization can increase visibility into its moments of truth

Developed in Partnership with



Learners will:

- Discover how the rise of e-commerce has fundamentally changed what it means to be "customer-centric"
- Learn why reliability is the hallmark of good customer service
- Explore ways of incorporating social media analysis into their supply chain's demand planning processes

Author



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Course Outline

DAY 1

Identifying Your Customer

- Who Is Your Customer?
- The Consumer Value Chain
- Collaboration in the Customer-Centric Supply Chain
- Collaboration in the Consumer Value Chain

DAY 2

Supply Chain Policy and Execution

- What Is Customer Service?
- Policies To Drive Reliability
- The Value Proposition of Vendor-Managed Inventory
- Cost-to-Serve Analysis

DAY 3

Managing Complexity

- The Moments of Truth "Where's My Bud?"
- Revenue Management and the Moments of Truth
- Xiameter Case Study

DAY 4

The Future of the Customer-Centric Supply Chain

- General Mills
- Paths for Planners
- Future State
- Next Steps

DAY 5

Interactive Capstone

Cohort members, faculty and a moderator synthesize learnings from the week and develop insights for next steps.