

Most Organizations Shy of the Mark on Key Skills Necessary for Customer-Focused Strategy

Organizations are now focused on turning customers into evangelists. Inspiring customer loyalty, however, requires the ability to build strong relationships, interpret customer trends, and deal with the inevitable conflict that arises in business.

Leaders Lack Basic Strategic Skills to Analyze and Forecast Customer Needs

These skills are fundamental to interpreting customer data and forecasting key trends that will influence customer needs, yet...

85%

Indicated that their ability to apply research and trend analysis to strategic business planning is less than excellent.

91%

Indicated that their ability to conduct market analysis to identify customers' needs and wants is less than excellent.

Middle Management Less Than Confident in Communicating Change and Managing Conflict

Employees often take cues on how to communicate change and smooth over conflict with customers from their managers, yet...

84%

Indicated that their ability to conduct critical conversations is less than excellent.

84%

Indicated that their ability to communicate change in a confident and effective manner is less than excellent.

Employees on the Front Line of Customer Interactions Ill-Equipped for Superior Customer Service

Individual contributors are often the public face of an organization interacting with customers on a daily basis, yet...

78%

Indicated that their ability to communicate clearly and effectively is less than excellent.

78%

Indicated that their ability to manage disputes and disagreements in a positive manner is less than excellent.

Source: AMA surveyed more than 2,000 professionals in all organizational levels, across more than 20 industries, to determine their level of competence in four key domains: business acumen, analytical intelligence, relationship management and professional effectiveness.

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