

# Client Centric Project Management

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# Who is the project customer?

- Stakeholders with a significant vested interest in the outcome of the project
- People involved as individuals who require a service from the project management team
- Those who define what 'value' means to them

# How to be customer centric

1. Communication
2. Deliver on promises
3. Focus on specifics

# 4. Satisfaction scoring criteria



# Barriers to customer centricity

## 1. Time

Issues can be agreed, status discussed, priorities defined and customer satisfaction scores obtained in a 15–minute phone call



# Barriers to customer centricity

## 2. Transparency

- Being honest with the clients
- Educate customers and clients on business practices and approaches
- Build trust and confidence

# Barriers to customer centricity

## 3. Team

- Hire positive people
- Make sure every employee knows the standards
- Manage expectations through communication



# Barriers to customer centricity

## **4. No hierarchies**

Don't limit customer satisfaction reviews to only those people with the job title of project manager, or any other individual title

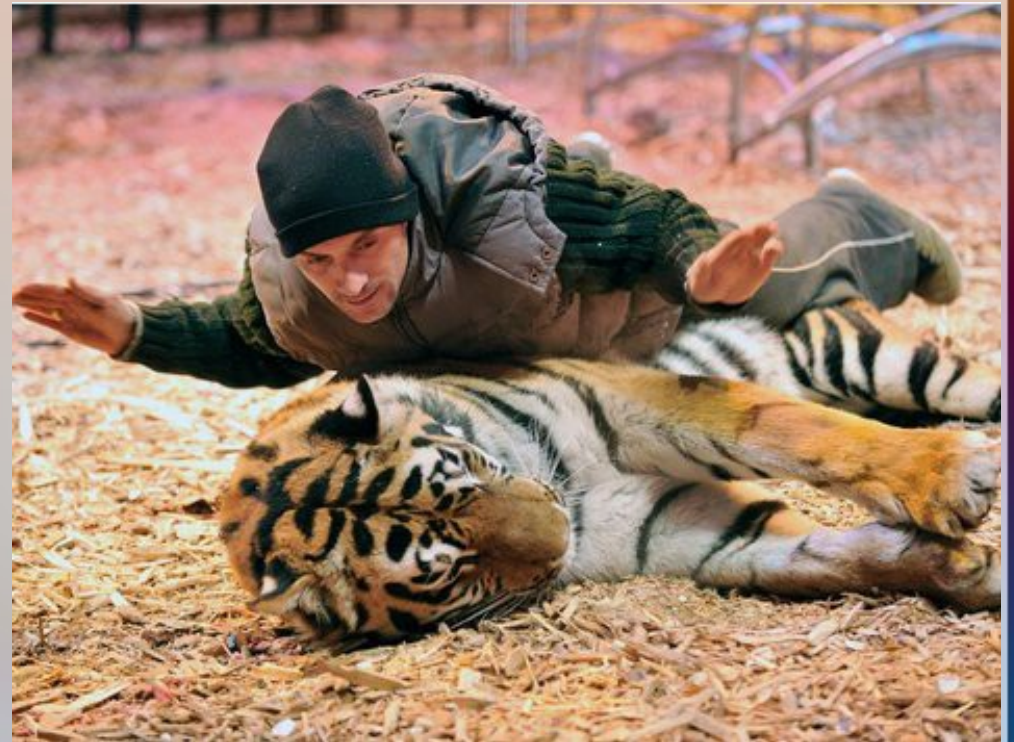


# Barriers to customer centricity

## 5. Technique

Project managers needs soft skills:

- Judge of character
- Confidence
- Emotional intelligence
- ...



Thank you for your attention!

# References

- Jay R. Galbraith, „Designing the Customer-Centric Organization: A Guide to Strategy, Structure, and Process“ 2006
- Elizabeth Harrin, Phil Peplow, „Customer-Centric Project Management“, 2012
- Huber, Margit, O'Gorman, Susanne (Eds.) „From Customer Retention to a Holistic Stakeholder Management System“ 2008