



Embedding the customer into large organisations

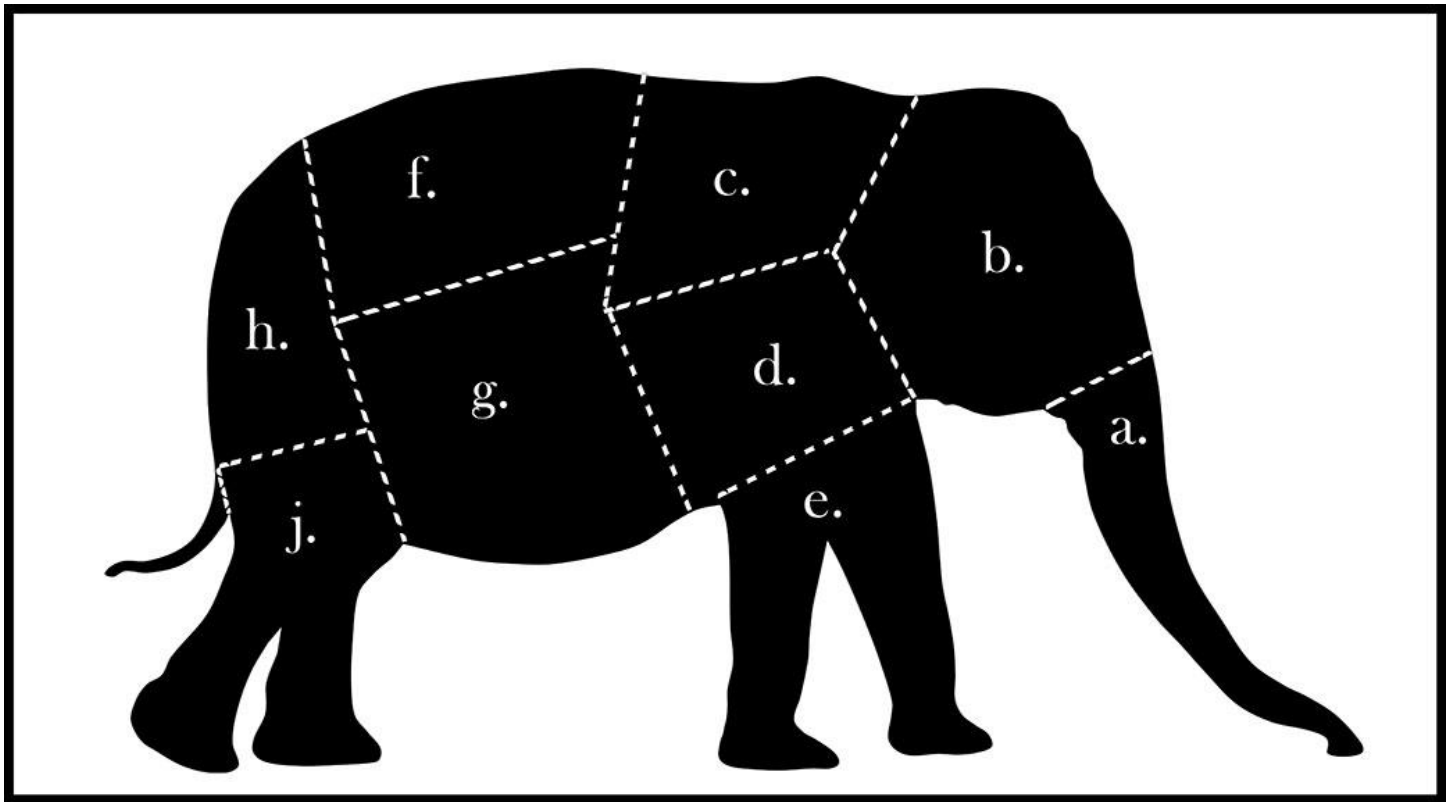
Walking the talk

Margaret Reid

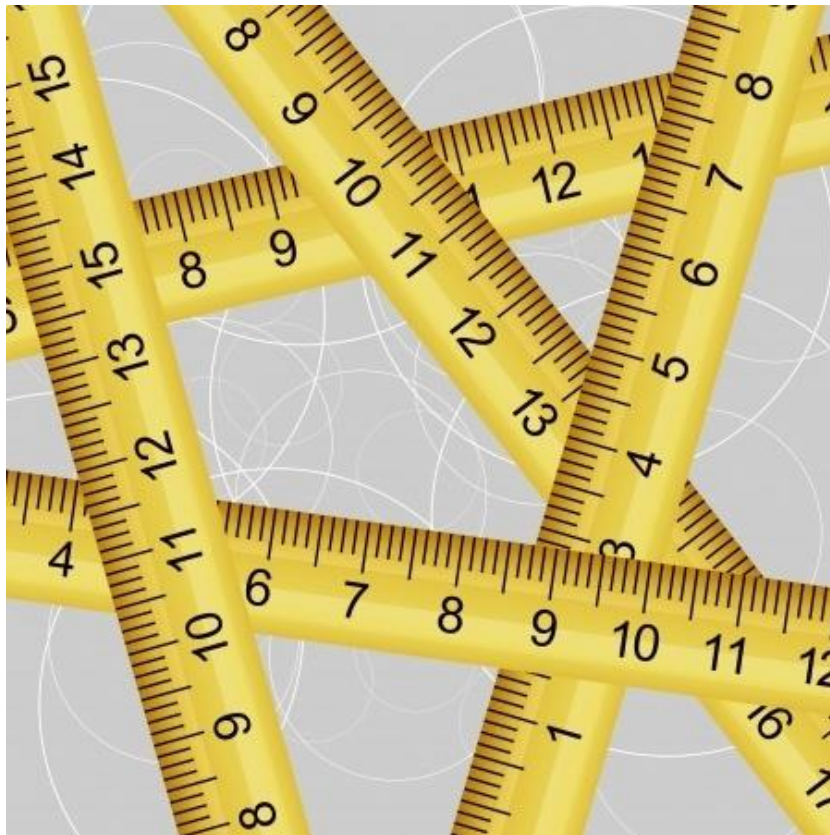
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Lessons Learnt





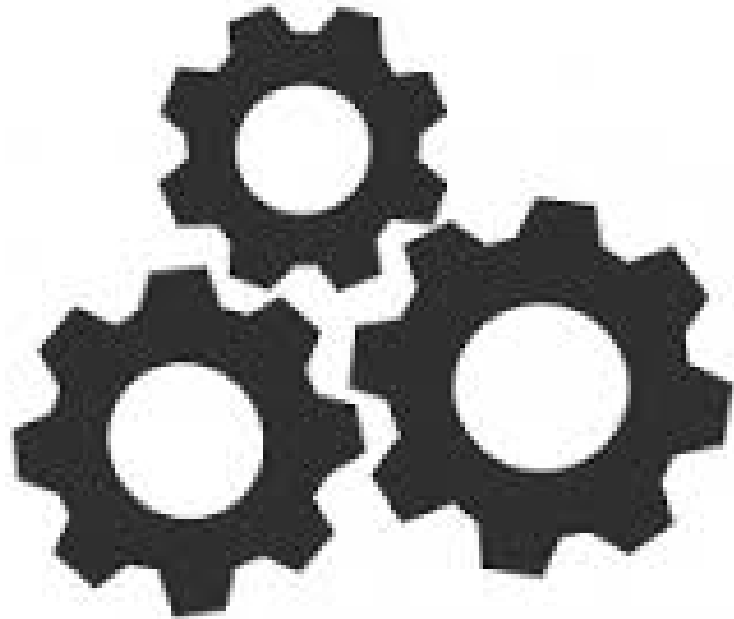
Metrics / Quantify- Turning 'soft' into 'hard'



Grow a team



Methodology



Operating Rhythm



Credibility



TRUST ME



Case Study - Engagement





“I don't like ANZ... you're Aussie owned. I like the people though. It's all about the R.M's... you've got good people. I don't challenge the Private Banker back – I trust his opinion.”

—
SMALL & MID RANGE AGRI: PIP FRUIT
LOCATION: NELSON

Unpacking Findings





Any questions

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