

## Customer Testimonials

“The most important contribution by TBExG in our journey towards Customer Centricity is your ability to bring to the centre of the decision-making process the confluence of three important pivots: the most important being the Voice of the Customer and the detailing of the customer experience circle, followed by benchmarking pertinent competition and finally the Voice of Employees and the Culture survey. This, along with a comprehensive action planning exercise and implementation support through joint reviews, I am sure will not only enable and make our journey towards customer centricity effective but also provide our brand and business sustainable distinctiveness in the market place.”

**Tata Housing**