



	Product(ion) centric	Customer centric	Human centric
Vision	Focus on product	Focus on customer	Focus on purpose and people: both customer and employee
Management style	Directive, top-down	Well-defined responsibilities	Autonomous responsibility, bottom-up
Vision operating results	Profit is primary goal	Customer experience is primary goal, profit is consequence	Human centricity is primary, profit is a consequence
Cooperation	Everybody has his own tasks	Cooperation within the department	Cooperation between the departments
Vision role employee	Passive execution	Execution focused on helping customers	Active input for improvement
Involvement employees	Committed to own task	Committed to customers	Committed to organisation
Churn employees	High	Average	Low
Response external developments	Reactive	Proactive to customers, reactive to employees	Proactive
Organisation development	Conservative	Innovative front-office, conservative back-office	Innovative
Churn customers	High	Average / Low	Low