The Customer-Focused Organization

Past Participant Profile

Top Five Countries

- North America: 59%
- South America: 24%
- Europe: 6%
- Asia: 2%
- Australia: 5%

Top Five Industries

- Services: 27%
- Manufacturing: 22%
- Finance, Insurance, and Real Estate: 11%
- Agriculture, Forestry, and Fishing: 8%
- Utilities and Infrastructure: 4%

Top Five Job Functions

- Marketing: 18%
- General Management: 11%
- Customer Service: 10%
- Sales: 8%
- Consulting: 6%

Management Levels

- Senior: 40%
- Middle: 32%
- Top: 22%