The Customer-Focused Organization

*Past Participant Profile*

**Top Five Countries**
- North America: 59%
- South America: 23%
- 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%

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