

# Customer Centricity

Understand the part you play & tell people about it



WELCOME



Hi, My name is Keith Thomas, I'm the Strategic Partnerships Manager at Bridgestone UK

I've been at Bridgestone over 20 years and I basically do some of the things that no one else wants to do and filter the rubbish that comes from Europe



What connects these pictures?



## How To Be Customer Centric



BRIDGESTONE CHAMPIONS  
2025 SCHEDULE

BRIDGESTONE e-CENTRE



LISTEN

INVENT

PERSONALIZE

### Suggested Task



Work with your teams to develop a sense of their role in addition to what their responsibilities are....

Turnover & profit is important – customer service & retention is vital

- Do the team members understand how their position fits in with the purpose & strategy of the company
- How do they influence the customer experience
- How do they engage with the safety message
- How would they describe their role?

