

Tuck and Fortune 250 CIOs Address the Customer-Focused Organization

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HANOVER, N.H.—Customer loyalty is critical to companies as the race for growth resumes. Yet today, customer concerns about privacy and the possible misuse use of their personal data is an increasingly important issue for companies concerned about maintaining their brand image. On September 9, the Center for Digital Strategies at Dartmouth's Tuck School of Business and a group of top companies held a roundtable discussion on "Enabling the Customer-Focused Organization." The fifth in a series of Thought Leadership Summits on Digital Strategies, this forum was hosted by Whirlpool Corporation and Cisco Systems. CIOs and senior functional executives from Cargill, Cisco, Colgate-Palmolive, Eaton, HP, Lowe's, Owens Corning, Staples and Whirlpool were joined by a senior academics in this day-long discussion moderated by Rich Karlgaard, publisher of *Forbes* magazine.

The care and feeding of the customer is an ongoing and vital important, issue for all companies. "Meeting this challenge requires increased customer intimacy and a focus on the customer that comes from all areas of the enterprise," says Hans Brechbühl, executive director of the Center for Digital Strategies. "Though they're not forgetting about cost-cutting, with the up-tick in the economy senior executives are again striving to achieve clear customer focus and debating how to enable that vital focus throughout their organizations."

The Thought Leadership Summit is an executive roundtable series co-founded by the Center for Digital Strategies and Cisco Systems, Inc. The emphasis is on addressing important business issues shared by this diverse group of Fortune 250 companies, the organizational, technological, and value-chain collaboration opportunities they face, and the challenges these issues pose. The forum is unique because it combines CIOs and appropriate functional colleagues who participate from each company. The event also intentionally attracts a mix of companies from various parts of the value chain in different industries. The moderated roundtable format provides a confidential environment in which sharing and real problem discussion can occur.

This by-invite forum also publishes a set of "lessons-learned" after each summit, which can be accessed at the summit website at www.cisco.com/go/tlsummit.

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For more information about the Center for Digital Strategies at Tuck, visit www.tuck.dartmouth.edu/digitalstrategies.

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