Customer-Centric Project Management

ELIZABETH HARRIN
and
PHIL PEPLLOW

GOWER
CONTENTS

List of Figures vii
List of Tables ix
Acknowledgements xi
About the Authors xiii
Praise for Exceed and Customer-Centric Project Management xv

Introduction 1

1 Introducing a Customer-Centric Process 7

2 Why Customers Count 13

3 Why Collaborative Project Management is Not Enough 21

4 Measuring Project Performance 31

5 Customer Centricity in Practice: A Case Study 39

6 Customer Centricity in a Project Environment 51

7 Refining Your Customer-Centric Approach 63

8 Implementing Exceed 71

9 Moving Forward with Customer-Centric Project Management 87

Carry on the Discussion 93

Appendix 1: Exceed Issues List from Spire Healthcare’s Initial Implementation 95
Appendix 2: Generic Project Exceed Survey Template 97
Appendix 3: Tailored Project Exceed Survey Template 99
Appendix 4: Sample Job Description Text 101