CoCoReCo
Core Congruence Reset Co-create

Your team at a glance

Example organisation · Fictional team · T1

Fictional example — no real team data.

Overall score	Participation	Calculated score band
60.9/100	**10 / 12 · 83.3%**	**3 / 5**

Scores for connection are higher than those for structure. Explore how clear goals, roles and agreements can support the connections already present.

Most invited team members took part. Discuss whether everyone recognises this picture.

What is already working well?

Collaboration across the customer journey · 87/100

Clear and accessible communication · 85.5/100

What should you discuss first?

1. Customer needs and active listening · 40/100
2. Reliability and expectations · 42.5/100
3. Authority and customer-focused decisions · 42.5/100

Are experiences shared?

No theme reaches the indicative spread threshold of 20 points used here. This does not mean everyone shares the same experience.

Selected working agreements

1. Customer needs and active listening

Review a recent customer conversation. Practise probing, summarising and checking assumptions before offering a solution.

Owner: Team coordinator and those involved · Review: To agree together

2. Reliability and expectations

Review five open customer commitments. Make the owner, deadline and customer update visible for each.

Owner: Team coordinator and those involved · Review: To agree together

3. Authority and customer-focused decisions

Discuss three customer cases and specify: decide independently, consult or escalate, including boundaries for respectful contact.

Owner: Team coordinator and those involved · Review: To agree together

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Your team at a glance

How to read this report

Spread (SD, standard deviation) shows how much individual theme scores differ. Lower means more agreement; higher means more difference. Here, 20 points is a prompt for discussion.

Read this summary first, then review the theme scores and charts. Finally, agree on no more than three working agreements.

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Customer orientation

Example organisation · Fictional team · T1

Model version: 1.0 · 8D

Overall score: 60.9/100

Calculated score band: 3 · Not an established developmental phase

Responses: 10/12

Customer needs and active listening: 40.0/100 · SD 12.2

Customer value and appropriate advice: 65.0/100 · SD 12.2

Clear and accessible communication: 85.5/100 · SD 9.8

Reliability and expectations: 42.5/100 · SD 12.2

Complaints and relationship repair: 62.5/100 · SD 12.2

Collaboration across the customer journey: 87.0/100 · SD 8.6

Authority and customer-focused decisions: 42.5/100 · SD 12.2

Customer feedback and continuous improvement: 62.5/100 · SD 12.2

Development guidance

Explore when customer commitments come under pressure and strengthen one weak handover.

Customer needs and active listening

Review a recent customer conversation. Practise probing, summarising and checking assumptions before offering a solution.

Reliability and expectations

Review five open customer commitments. Make the owner, deadline and customer update visible for each.

A day of equine coaching

During a day of equine coaching, explore listening, assumptions, handovers and repairing agreements. Repeat a safe ground task with one changed agreement. Observe human behaviour and keep survey and observation separate. Translate the experience into no more than three customer-focused agreements with an owner and review date.

At most three agreements with an owner and deadline; follow up after four to six weeks. Survey and observation remain separate.

Scoring rules

Customer focus, a process approach and improvement inform the content. The questions and

scoring are CoCoReCo’s own design.

ISO · Quality management principles

https://www.iso.org/iso/pub100080.pdf

Eight dimensions with ten questions each. Responses 1–5 become 0–100: (mean − 1) × 25. Questions, respondents and dimensions have equal weights at their respective calculation step. The overall score is the mean of all eight dimensions. At least seven scored answers per dimension and five participants are required. Cannot assess is not zero. Spread shows differences in team experience.

Answer 1–5; reversed: 6 − answer. Per person and dimension: (weighted mean of valid answers − 1) × 25. Equal person weights. Cannot assess is not zero.

Formula: Weighted average of all dimensions

Minimum scored questions per dimension: 7

Minimum participants: 5

Customer needs and active listening · weight: 1

Customer value and appropriate advice · weight: 1

Clear and accessible communication · weight: 1

Reliability and expectations · weight: 1

Complaints and relationship repair · weight: 1

Collaboration across the customer journey · weight: 1

Authority and customer-focused decisions · weight: 1

Customer feedback and continuous improvement · weight: 1

Clarifying foundations: 0 – 35

Building customer commitments: 35 – 50

Delivering consistently: 50 – 65

Collaborating proactively: 65 – 80

Improving continuously together: 80 – 100

Questions

We explore the problem behind the customer’s initial request.

35.0/100 · SD 12.2 · n=10

KGB1 · weight: 1

We let customers explain their situation before proposing a solution.

35.0/100 · SD 12.2 · n=10

KGB2 · weight: 1

We summarise the need and check our understanding with the customer.

35.0/100 · SD 12.2 · n=10

KGB3 · weight: 1

We explore which outcome matters most to the customer.

60.0/100 · SD 12.2 · n=10

KGB4 · weight: 1

We check assumptions about customers against their own experiences.

35.0/100 · SD 12.2 · n=10

KGB5 · weight: 1

We have a clear working agreement to understand the customer’s actual need.

35.0/100 · SD 12.2 · n=10

KGB6 · weight: 1

Even during busy periods, we manage to understand the customer’s actual need.

60.0/100 · SD 12.2 · n=10

KGB7 · weight: 1

New colleagues are shown how we try to understand the customer’s actual need.

10.0/100 · SD 12.2 · n=10

KGB8 · weight: 1

When we do not manage to understand the customer’s actual need, we discuss the barriers.

35.0/100 · SD 12.2 · n=10

KGB9 · weight: 1

We regularly evaluate whether our approach helps us to understand the customer’s actual need.

60.0/100 · SD 12.2 · n=10

KGB10 · weight: 1

We explain how our proposal contributes to the customer’s goal.

60.0/100 · SD 12.2 · n=10

KGW1 · weight: 1

We discuss relevant alternatives even when they generate less revenue.

60.0/100 · SD 12.2 · n=10

KGW2 · weight: 1

We adapt our advice to the customer’s budget and circumstances.

85.0/100 · SD 12.2 · n=10

KGW3 · weight: 1

We clarify which needs our offering is less suitable for.

60.0/100 · SD 12.2 · n=10

KGW4 · weight: 1

After delivery, we check whether the solution actually helps the customer.

35.0/100 · SD 12.2 · n=10

KGW5 · weight: 1

We have a clear working agreement to match solutions to the customer’s intended outcome.

85.0/100 · SD 12.2 · n=10

KGW6 · weight: 1

Even during busy periods, we manage to match solutions to the customer’s intended outcome.

60.0/100 · SD 12.2 · n=10

KGW7 · weight: 1

New colleagues are shown how we try to match solutions to the customer’s intended outcome.

60.0/100 · SD 12.2 · n=10

KGW8 · weight: 1

When we do not manage to match solutions to the customer’s intended outcome, we discuss the barriers.

85.0/100 · SD 12.2 · n=10

KGW9 · weight: 1

We regularly evaluate whether our approach helps us to match solutions to the customer’s intended outcome.

60.0/100 · SD 12.2 · n=10

KGW10 · weight: 1

We use language the customer understands and explain technical terms.

85.0/100 · SD 12.2 · n=10

KGC1 · weight: 1

We tell customers who their contact person is.

85.0/100 · SD 12.2 · n=10

KGC2 · weight: 1

We provide a timely update when an answer takes longer.

85.0/100 · SD 12.2 · n=10

KGC3 · weight: 1

We adapt the communication channel to what is accessible to the customer.

85.0/100 · SD 12.2 · n=10

KGC4 · weight: 1

We check that the customer knows the next step.

100.0/100 · SD 0.0 · n=10

KGC5 · weight: 1

We have a clear working agreement to keep customers informed promptly and clearly.

85.0/100 · SD 12.2 · n=10

KGC6 · weight: 1

Even during busy periods, we manage to keep customers informed promptly and clearly.

85.0/100 · SD 12.2 · n=10

KGC7 · weight: 1

New colleagues are shown how we try to keep customers informed promptly and clearly.

100.0/100 · SD 0.0 · n=10

KGC8 · weight: 1

When we do not manage to keep customers informed promptly and clearly, we discuss the barriers.

60.0/100 · SD 12.2 · n=10

KGC9 · weight: 1

We regularly evaluate whether our approach helps us to keep customers informed promptly and clearly.

85.0/100 · SD 12.2 · n=10

KGC10 · weight: 1

We only promise timescales we can reasonably meet.

60.0/100 · SD 12.2 · n=10

KGR1 · weight: 1

We confirm important agreements about price, quality and delivery.

35.0/100 · SD 12.2 · n=10

KGR2 · weight: 1

We flag deviations before the customer has to chase us.

35.0/100 · SD 12.2 · n=10

KGR3 · weight: 1

We discuss honestly what is feasible when a request exceeds our capacity.

60.0/100 · SD 12.2 · n=10

KGR4 · weight: 1

We follow up open customer commitments until they are resolved.

35.0/100 · SD 12.2 · n=10

KGR5 · weight: 1

We have a clear working agreement to make and keep realistic customer commitments.

10.0/100 · SD 12.2 · n=10

KGR6 · weight: 1

Even during busy periods, we manage to make and keep realistic customer commitments.

60.0/100 · SD 12.2 · n=10

KGR7 · weight: 1

New colleagues are shown how we try to make and keep realistic customer commitments.

35.0/100 · SD 12.2 · n=10

KGR8 · weight: 1

When we do not manage to make and keep realistic customer commitments, we discuss the barriers.

35.0/100 · SD 12.2 · n=10

KGR9 · weight: 1

We regularly evaluate whether our approach helps us to make and keep realistic customer commitments.

60.0/100 · SD 12.2 · n=10

KGR10 · weight: 1

We acknowledge the impact of a problem before explaining our processes.

60.0/100 · SD 12.2 · n=10

KGK1 · weight: 1

We investigate the facts of a complaint without immediately contradicting the customer.

60.0/100 · SD 12.2 · n=10

KGK2 · weight: 1

We agree an appropriate solution with the customer.

60.0/100 · SD 12.2 · n=10

KGK3 · weight: 1

We take responsibility for follow-up even if someone else made the mistake.

60.0/100 · SD 12.2 · n=10

KGK4 · weight: 1

After a complaint, we ask whether the solution was sufficient for the customer.

60.0/100 · SD 12.2 · n=10

KGK5 · weight: 1

We have a clear working agreement to resolve complaints carefully and rebuild trust.

85.0/100 · SD 12.2 · n=10

KGK6 · weight: 1

Even during busy periods, we manage to resolve complaints carefully and rebuild trust.

60.0/100 · SD 12.2 · n=10

KGK7 · weight: 1

New colleagues are shown how we try to resolve complaints carefully and rebuild trust.

60.0/100 · SD 12.2 · n=10

KGK8 · weight: 1

When we do not manage to resolve complaints carefully and rebuild trust, we discuss the barriers.

85.0/100 · SD 12.2 · n=10

KGK9 · weight: 1

We regularly evaluate whether our approach helps us to resolve complaints carefully and rebuild trust.

35.0/100 · SD 12.2 · n=10

KGK10 · weight: 1

We carefully pass relevant customer information to the next colleague.

85.0/100 · SD 12.2 · n=10

KGS1 · weight: 1

We prevent customers from having to repeat their story.

100.0/100 · SD 0.0 · n=10

KGS2 · weight: 1

We resolve departmental boundaries without burdening the customer with our internal problem.

85.0/100 · SD 12.2 · n=10

KGS3 · weight: 1

We know who follows the customer request through the whole process.

85.0/100 · SD 12.2 · n=10

KGS4 · weight: 1

We discuss recurring bottlenecks with the other teams involved.

100.0/100 · SD 0.0 · n=10

KGS5 · weight: 1

We have a clear working agreement to help the customer without unnecessary handovers.

85.0/100 · SD 12.2 · n=10

KGS6 · weight: 1

Even during busy periods, we manage to help the customer without unnecessary handovers.

60.0/100 · SD 12.2 · n=10

KGS7 · weight: 1

New colleagues are shown how we try to help the customer without unnecessary handovers.

100.0/100 · SD 0.0 · n=10

KGS8 · weight: 1

When we do not manage to help the customer without unnecessary handovers, we discuss the barriers.

85.0/100 · SD 12.2 · n=10

KGS9 · weight: 1

We regularly evaluate whether our approach helps us to help the customer without unnecessary handovers.

85.0/100 · SD 12.2 · n=10

KGS10 · weight: 1

We know which customer problems we can resolve independently.

60.0/100 · SD 12.2 · n=10

KGM1 · weight: 1

We know when and to whom to escalate a difficult customer decision.

35.0/100 · SD 12.2 · n=10

KGM2 · weight: 1

We receive support when making a reasonable decision in the customer’s interest.

35.0/100 · SD 12.2 · n=10

KGM3 · weight: 1

We consider other customers’ interests when making an exception.

35.0/100 · SD 12.2 · n=10

KGM4 · weight: 1

We protect employees from unreasonable or disrespectful customer pressure.

35.0/100 · SD 12.2 · n=10

KGM5 · weight: 1

We have a clear working agreement to take initiative for the customer within clear boundaries.

35.0/100 · SD 12.2 · n=10

KGM6 · weight: 1

Even during busy periods, we manage to take initiative for the customer within clear boundaries.

60.0/100 · SD 12.2 · n=10

KGM7 · weight: 1

New colleagues are shown how we try to take initiative for the customer within clear boundaries.

35.0/100 · SD 12.2 · n=10

KGM8 · weight: 1

When we do not manage to take initiative for the customer within clear boundaries, we discuss the barriers.

35.0/100 · SD 12.2 · n=10

KGM9 · weight: 1

We regularly evaluate whether our approach helps us to take initiative for the customer within clear boundaries.

60.0/100 · SD 12.2 · n=10

KGM10 · weight: 1

We actively collect feedback from different types of customers.

35.0/100 · SD 12.2 · n=10

KGL1 · weight: 1

We discuss positive feedback as well as critical signals.

60.0/100 · SD 12.2 · n=10

KGL2 · weight: 1

We look for patterns in customer problems rather than only resolving individual cases.

85.0/100 · SD 12.2 · n=10

KGL3 · weight: 1

We test improvements on a small scale before rolling them out.

60.0/100 · SD 12.2 · n=10

KGL4 · weight: 1

We check with customers whether a change actually improves their experience.

60.0/100 · SD 12.2 · n=10

KGL5 · weight: 1

We have a clear working agreement to turn customer feedback into observable improvement.

85.0/100 · SD 12.2 · n=10

KGL6 · weight: 1

Even during busy periods, we manage to turn customer feedback into observable improvement.

60.0/100 · SD 12.2 · n=10

KGL7 · weight: 1

New colleagues are shown how we try to turn customer feedback into observable improvement.

35.0/100 · SD 12.2 · n=10

KGL8 · weight: 1

When we do not manage to turn customer feedback into observable improvement, we discuss the barriers.

85.0/100 · SD 12.2 · n=10

KGL9 · weight: 1

We regularly evaluate whether our approach helps us to turn customer feedback into observable improvement.

60.0/100 · SD 12.2 · n=10

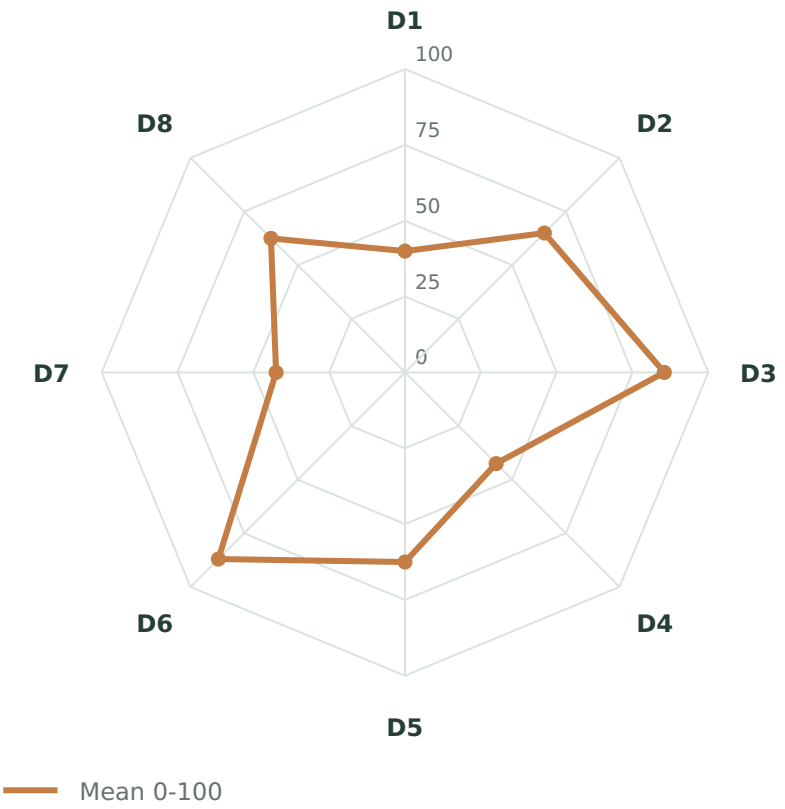
KGL10 · weight: 1

Overall profile

n=10 | Scale 0-100 | Model builtin-klantgerichtheid-1

Invited: 12 | 83%

Read mean and spread together, alongside concrete work examples.



Fixed axis order. Compare domain scores, not radar area. D codes refer to the table below.

Mean and spread by dimension

Code / dimension	Mean	SD	n
D1 | Customer needs and active listening	40.0	12.2	10
D2 | Customer value and appropriate advice	65.0	12.2	10
D3 | Clear and accessible communication	85.5	9.8	10
D4 | Reliability and expectations	42.5	12.2	10
D5 | Complaints and relationship repair	62.5	12.2	10
D6 | Collaboration across the customer journey	87.0	8.6	10
D7 | Authority and customer-focused decisions	42.5	12.2	10
D8 | Customer feedback and continuous improvement	62.5	12.2	10

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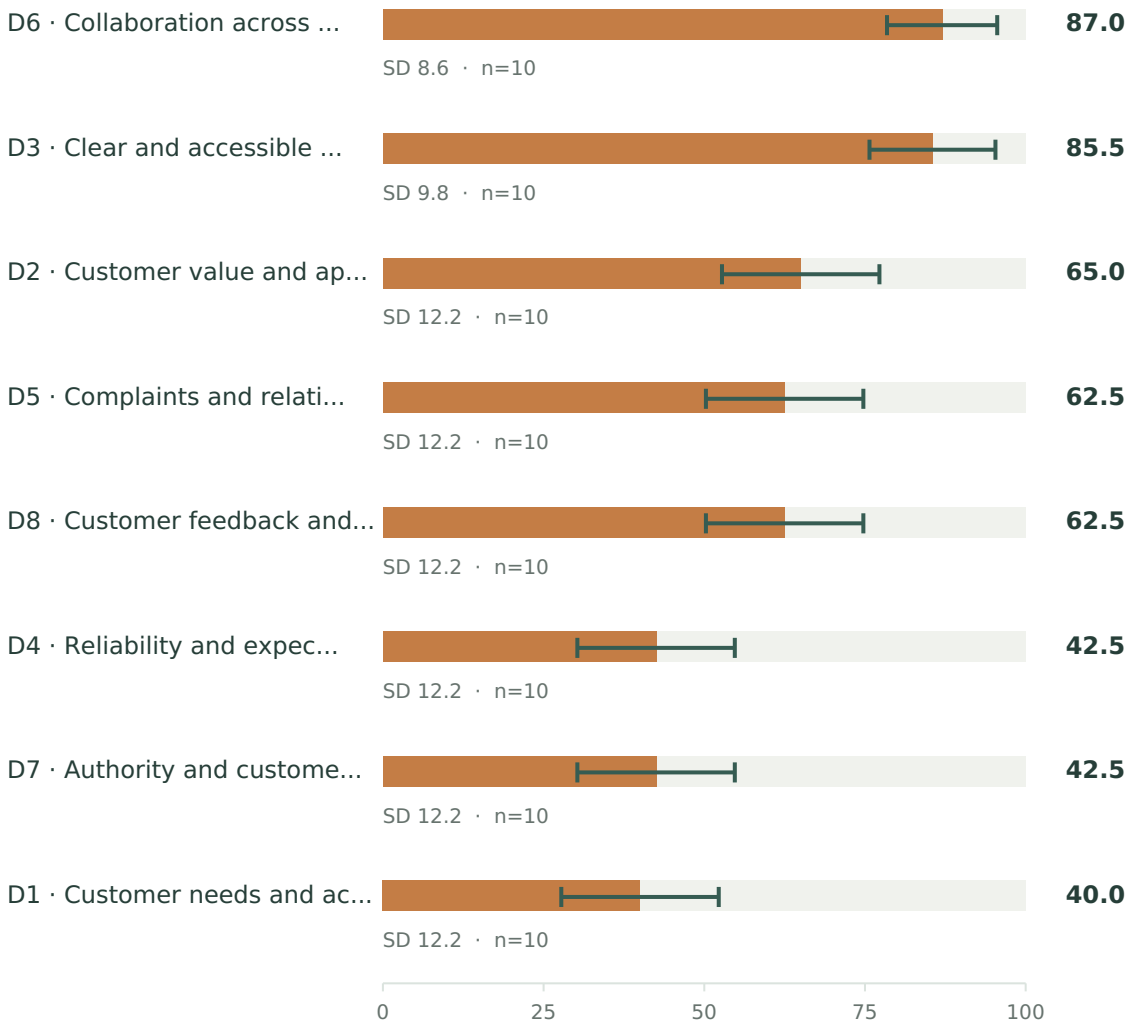
COCORECO | FICTIONAL EXAMPLE

Strengths and development areas



Descending means. Whiskers = mean +/- 1 SD, clipped to the scale; not a confidence interval or significance test. Relatively strong does not mean sufficient; low does not automatically mean a deficit.

Population SD of individual dimension means. Large spread can indicate different experiences. No individual results or identifying filters are provided.

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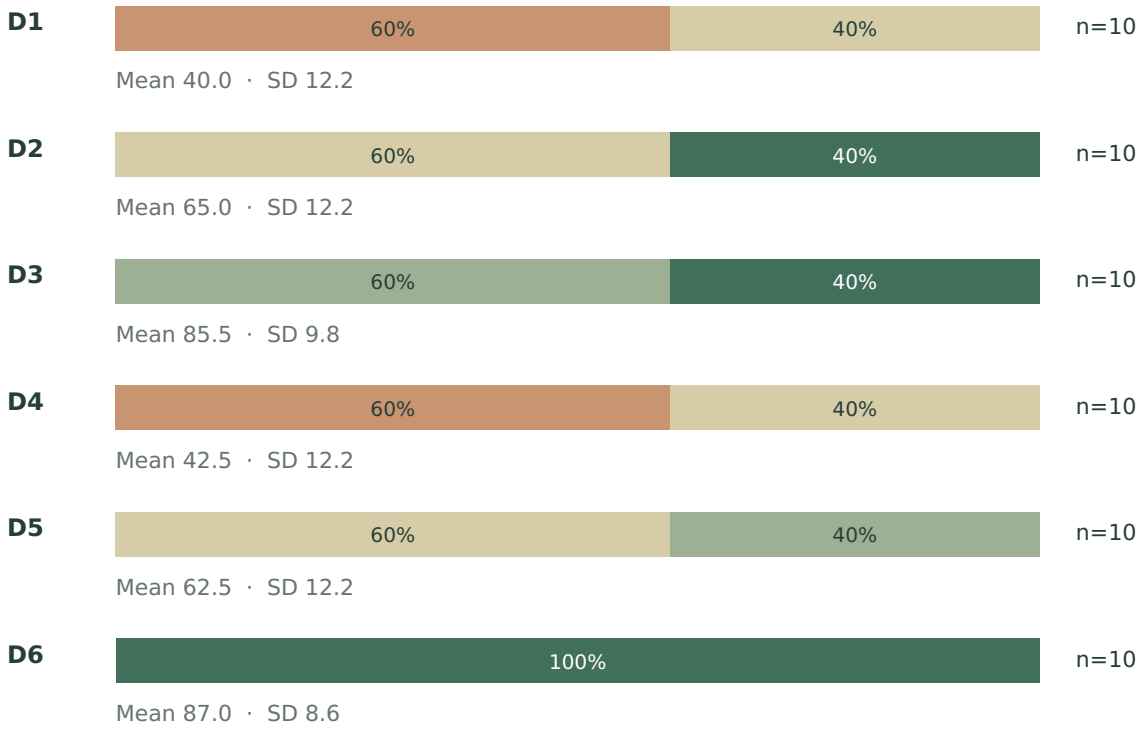
Response distribution and spread



Five equal scale intervals. Each respondent dimension mean counts once; the upper endpoint belongs to the final interval.

Extended report - continued

Dimension	0-20	20-40	40-60	60-80	80-100
D1	0	6	4	0	0
D2	0	0	6	0	4
D3	0	0	0	6	4
D4	0	6	4	0	0
D5	0	0	6	4	0
D6	0	0	0	0	10
D7	0	6	4	0	0
D8	0	0	6	4	0

Different perspectives

Unavailable: this survey does not collect roles or infer them from answers.

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Progress

No suitable released baseline. A comparable follow-up enables this chart.

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Discussing developmental phase carefully

A calculated score band does not establish a developmental phase. Check behavior, consistency under pressure and examples per theme. These are discussion anchors for exploring concrete experiences.

1. Agreements require explanation and external follow-up.

2. Agreements work on simple tasks; under pressure someone else takes over.

3. Regular agreements are visible; deviations are noticed and discussed.

4. The team repairs agreements and adjusts behavior, including under pressure.

5. The team repeatedly learns, checks effects and transfers useful practices.

Coaching observations remain separate from survey scores. Record evidence and counterexamples before naming a phase.

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Priority matrix

Expected impact x feasibility, both 1-5. Judgments come from development dialogue, not scores or algorithmic predictions. Choose two or three themes.

Fictionally rated priorities for illustration.



Top right: high impact and feasibility. Orange: selected. Unrated: not plotted.

Extended report - continued

Theme	Expected impact	Feasibility	Selected
D1 | Customer needs and active listening	4	3	Yes
D2 | Customer value and appropriate advice	4	3	-
D3 | Clear and accessible communication	4	3	-
D4 | Reliability and expectations	4	3	Yes
D5 | Complaints and relationship repair	4	3	-
D6 | Collaboration across the customer journey	4	3	-
D7 | Authority and customer-focused decisions	4	3	Yes
D8 | Customer feedback and continuous improvement	4	3	-

From priority to action

1. Customer needs and active listening

Specific behavior: Review a recent customer conversation. Practise probing, summarising and checking assumptions before offering a solution.

Owner: Team coordinator and those involved

Review date: To agree together

Observable effect: After two weeks, review three concrete work examples.

2. Reliability and expectations

Specific behavior: Review five open customer commitments. Make the owner, deadline and customer update visible for each.

Owner: Team coordinator and those involved

Review date: To agree together

Observable effect: After two weeks, review three concrete work examples.

3. Authority and customer-focused decisions

Specific behavior: Discuss three customer cases and specify: decide independently, consult or escalate, including boundaries for respectful contact.

Owner: Team coordinator and those involved

Review date: To agree together

Observable effect: After two weeks, review three concrete work examples.

After two weeks, review visible changes and preserve what works. Repeat only with the same question and scoring model.

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Discuss your next step

Questions about this report or support for your team’s development?

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