**ABSTRACT**

**Objective:** In a global business environment, how one actively aligns with clients in developing high levels of trust and customer intimacy influences and expands the opportunities for success. Businesses in the private and not-for-profit sectors continually strive to differentiate themselves from the competition by providing high value in a cost effective model to attract new customers, maintain their existing customer base, and cultivate customer loyalty. In an environment of heightened global competition, product and/or service leadership, business depends upon value, quality, and a superior customer experience that drives market share and growth. The development of customer intimacy to create a consistent global brand requires business leadership to acknowledge and emphasize the need for intercultural understanding and cultural competency across the enterprise. Creating a framework that allows for consistent and repeatable processes and behaviors to meet global customer expectations is essential. To accomplish this management must reduce and eliminate cultural barriers and encourage organizational behaviors that focus on building increased employee awareness of communication and cultural competency skill gaps via learning programs and acknowledged best practices. These efforts will lead to greater customer satisfaction.

This paper will discuss the importance of closing cultural competency gaps in order to develop and sustain a best practice global customer intimacy model throughout the enterprise.