

Best-Practice Customer Strategy Process



1. Analyze

External: Analyze customers and markets, competitive developments, and the business environment

Internal: Financial/operational performance and capabilities

2. Select Customers

- Conduct needs-based segmentation
- Evaluate candidate segments
- Target attractive/profitable segments to serve



3. Craft Competitive Value Positioning

- Configure offering
- Price offering relative to competitive value
- Position offering

4. Plan

- Channel management plan
- Communications plan
- Pricing plan
- Promotion plan
- Sales plan
- Services/support plan



5. Execute

- Acquire profitable customers
- Manage customer experience
- Deliver differentiated service/support
- Exploit loyalty economics
- Retain profitable customers



6. Innovation and Improvement

- Monitor/evaluate marketing plan execution
- Extract customer insights
- Organize customer insights
- Share insights and learnings
- Improve and innovate your customer strategy

