

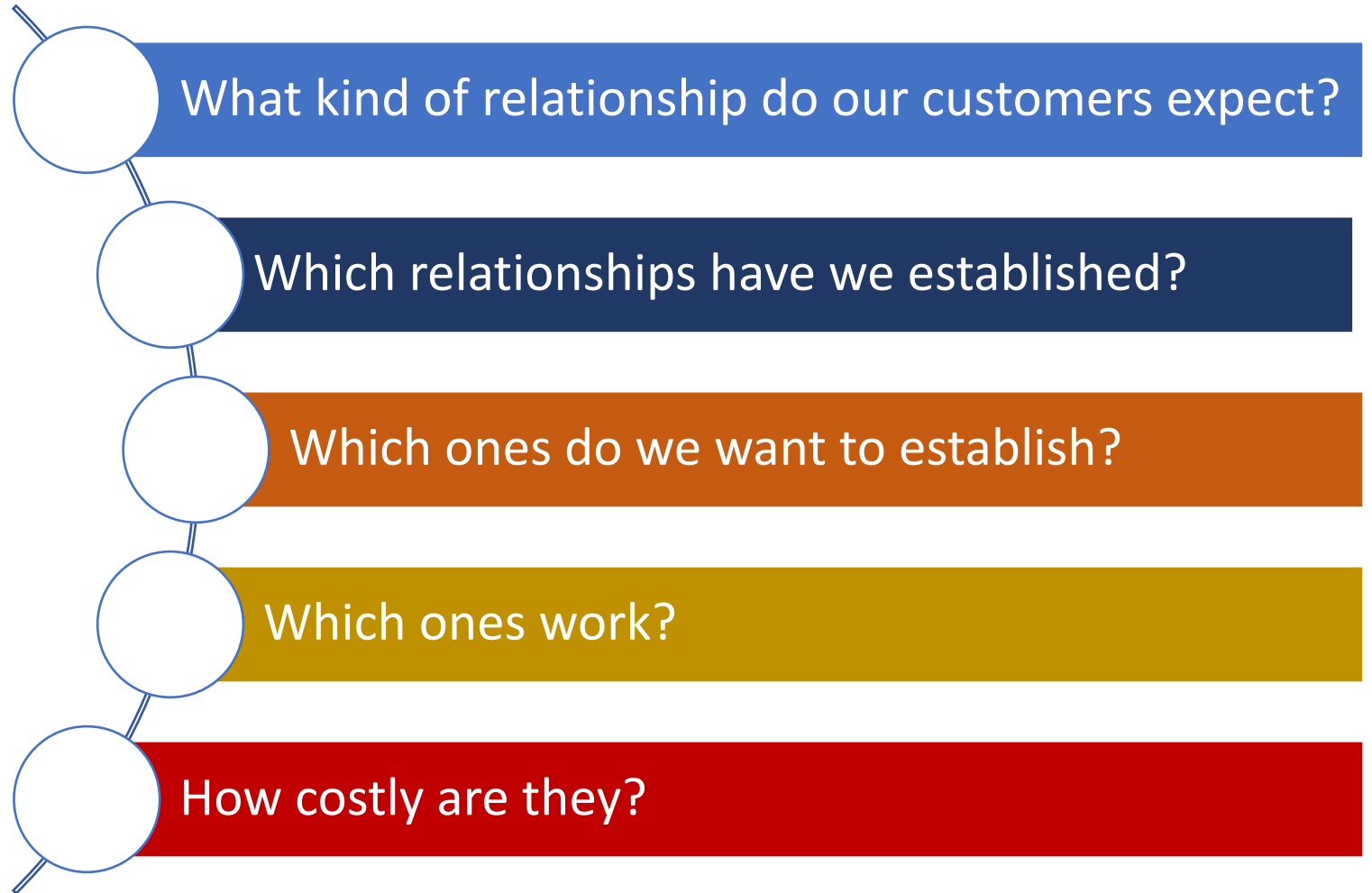
Customer Relationships & Customer Channels

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Customer Relationships

Categories of relationships:

Self-Service
Automated Services
Personal Assistance
Dedicated Personal Assistance
Community Exchange
Collaborative – co-create



Exercise



What Relationships do the Brown Family Farm customers want?



Brainstorm on your worksheet individually



Share your ideas with your team and rank the top ideas

Customer Channels

How do we touch our clients/segments?

- Which channel do our customer segments want to be reached?
- How are we reaching them now?
- How are the channels integrated?
- Which work best?
- Which are most cost-efficient?



Exercise



What Channels does the Brown Family Farm need to reach its customers?



Brainstorm on your worksheet individually



Share your ideas with your team and rank the top ideas