

“ *Select pilots translated the blueprint into action* ”

From product-centric to customer-centric

A holistic approach to consumer relations

Ambition

Despite a mandate from the CEO of a large global consumer products company to move from a product-centric to a consumer-centric business, management struggled to create a holistic view of how to manage direct relationships with consumers.

The objective was to create a holistic, logical and pragmatic vision of managing consumer relationships that could be used as the basis for transforming the organization to a consumer-focused enterprise.

Approach

Consumer research and insights shows:

- Existing channel capabilities
- How the company is communicating with clients and what's the client's perspective of the company
- An overview of the channel proficiency in the four regions (US, Brazil, Europe and Asia).



Gartner & 1to1[®] Media

CRM Excellence Awards

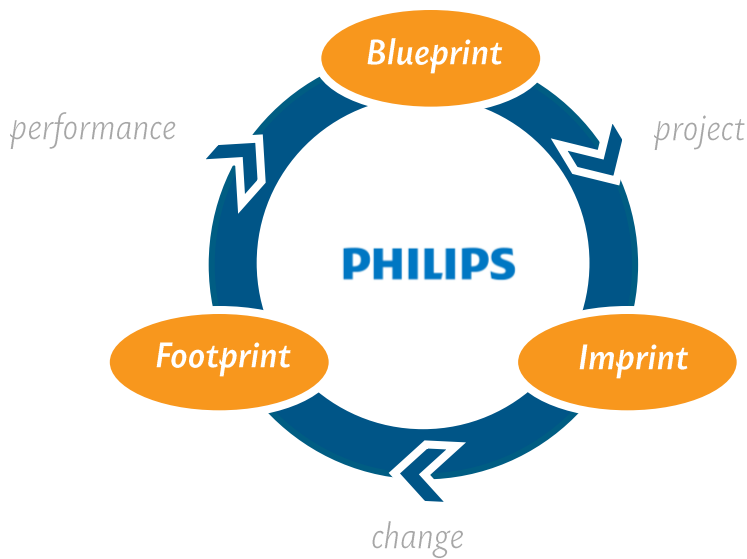
Results

*Basis for 3-year plan:
'Channel development and
process improvement'*

*Winner Global Customer
Experience Award 2008*

*Runner-up Gartner CRM
Excellence Award 2008*

Approach



Blueprint Imprint Footprint

Blueprint: Outline the vision, the desired end situation.

Imprint: Transformation to a customer-centric organization.. Run small pilots, test the vision and learn from customers.

Footprint: Rollout strategy and generate measurable results throughout the organization.

Critical Success Factors

● Consumer insights

Clear view of the current situation supported by research and channel usage numbers

● Outside-in approach

Translating the internal view of contact reasons to the external view of what is motivating the consumer to make contact

● End-to-end view

Integrating the brand pillars with the channel strengths

earlybridge.

DRIVING CUSTOMER PERFORMANCE

EarlyBridge is a specialist in customer experience and one-on-one customer contact.

We help organizations to become truly customer-centric to improve marketing, sales, and service results.

Relevant case study:

'The power of a branded customer experience'

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