



# A New Model for Customer Engagement

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# The New Model for Customer Interaction

- The **OLD MODEL**
  - Tell
  - Sell
- Characteristics of the OLD
  - PUSH
  - Product/Service Driven
  - Fragmented Supply Chain
  - Not generally Customer Centric...



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# The New Model for Customer Interaction

- Characteristics of the Way Forward
  - Customer Centric
  - PULL
  - Needs Focused
  - Shared Responsibility of Supply Chain for Products and Services



# The New Model for Customer Interaction

- The NEW MODEL
  - ASK
  - EDUCATE
  - INFORM
  - OPTIMISE
  - UNDERTAKE



# ASK

- Keys to Good Customer Service
  - Who are your customers?
  - What do they (really) want?



# EDUCATE

- Customer Communication in Plain Language
- Unpacking the Key Elements of Customer Education
  - What should they know about your product/service
  - Complete



# INFORM

- Telling your customers about your Products and Services
- Disclosure needs to be
  - Complete
  - Material and
  - Accurate



# Optimise

- Customer Services Processes and Procedures
- Redesigning with the Customer at the Centre
  - Communication
  - Operational
  - Reporting
- Looking at the links between customer service and other elements of the business
  - Marketing
  - Sales
  - Operations



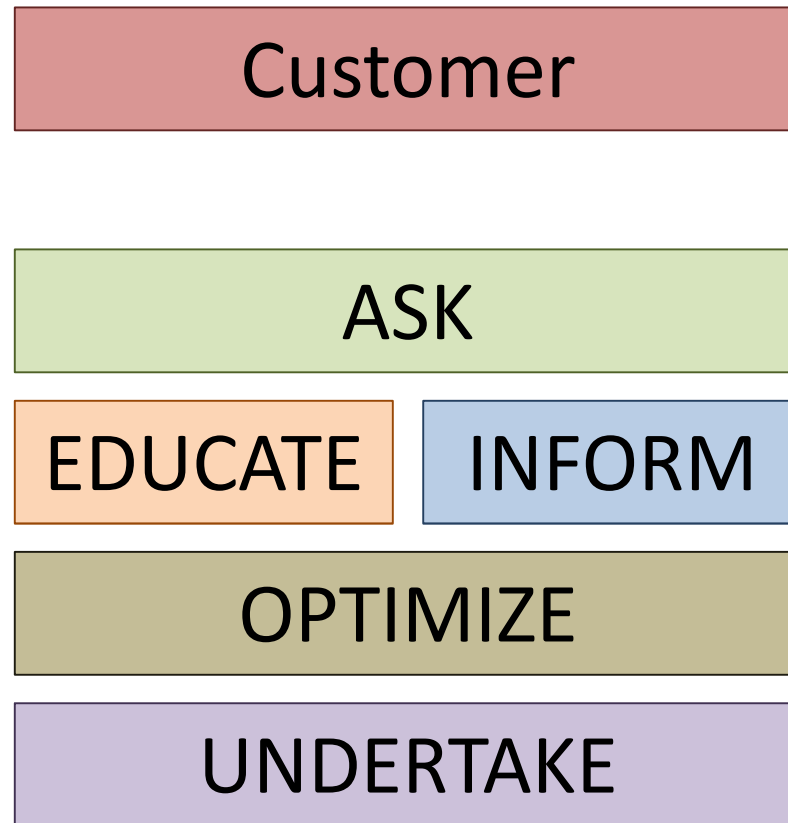
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# UNDERTAKE

- Making a real commitment to customer services
- Getting the entire organisation to buy in to it
- Ongoing actions to “retain” buy in
  - Training
  - Remodelling the Business
  - Building the required skills (individually and corporately)



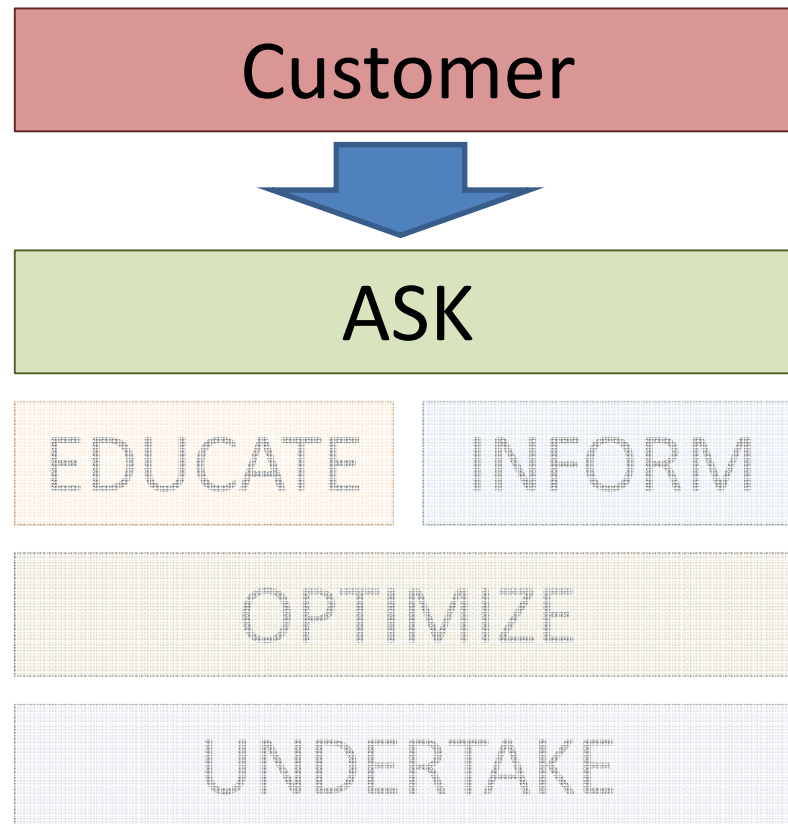
# The AEIOU Customer Engagement Model



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# The AEIOU Customer Engagement Model

**Direction/Information Flow:**  
Customer to Supplier  
**Objective:**  
To get REAL Customer  
Information



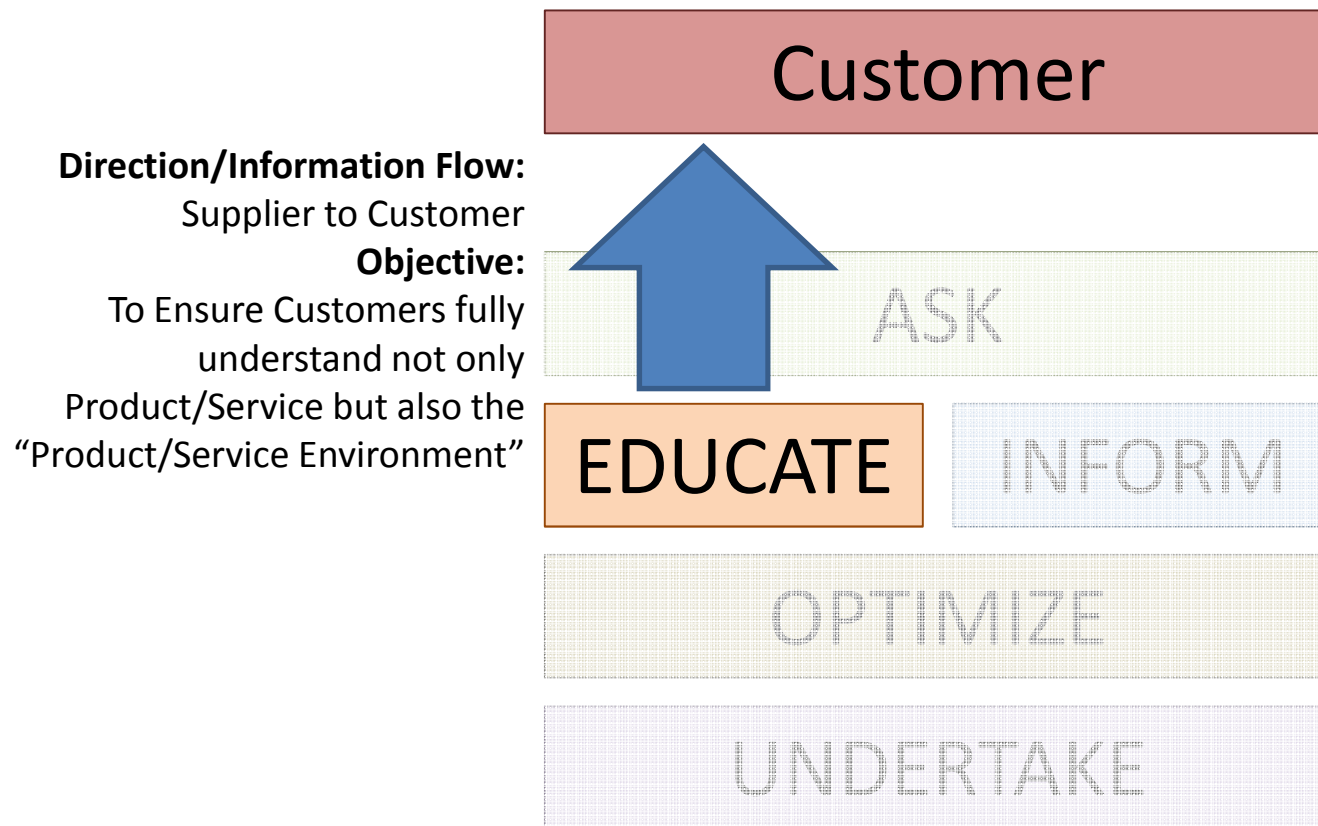
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# Tools and Templates (Workshop)

- Stakeholder MAP
  - Mapping out all a Companies Stakeholders as comprehensively as possible
  - The objective is to create a complete picture of the range of inputs and influences a company faces – especially in the light of Customer Engagement
- Supply Chain MAP
  - Mapping the position and role of the company within the Supply Chain (and map out the related Stakeholders)
  - The objective here is to properly understand the differing responsibilities within and accountabilities within the Supply Chain



# The AEIOU Customer Engagement Model

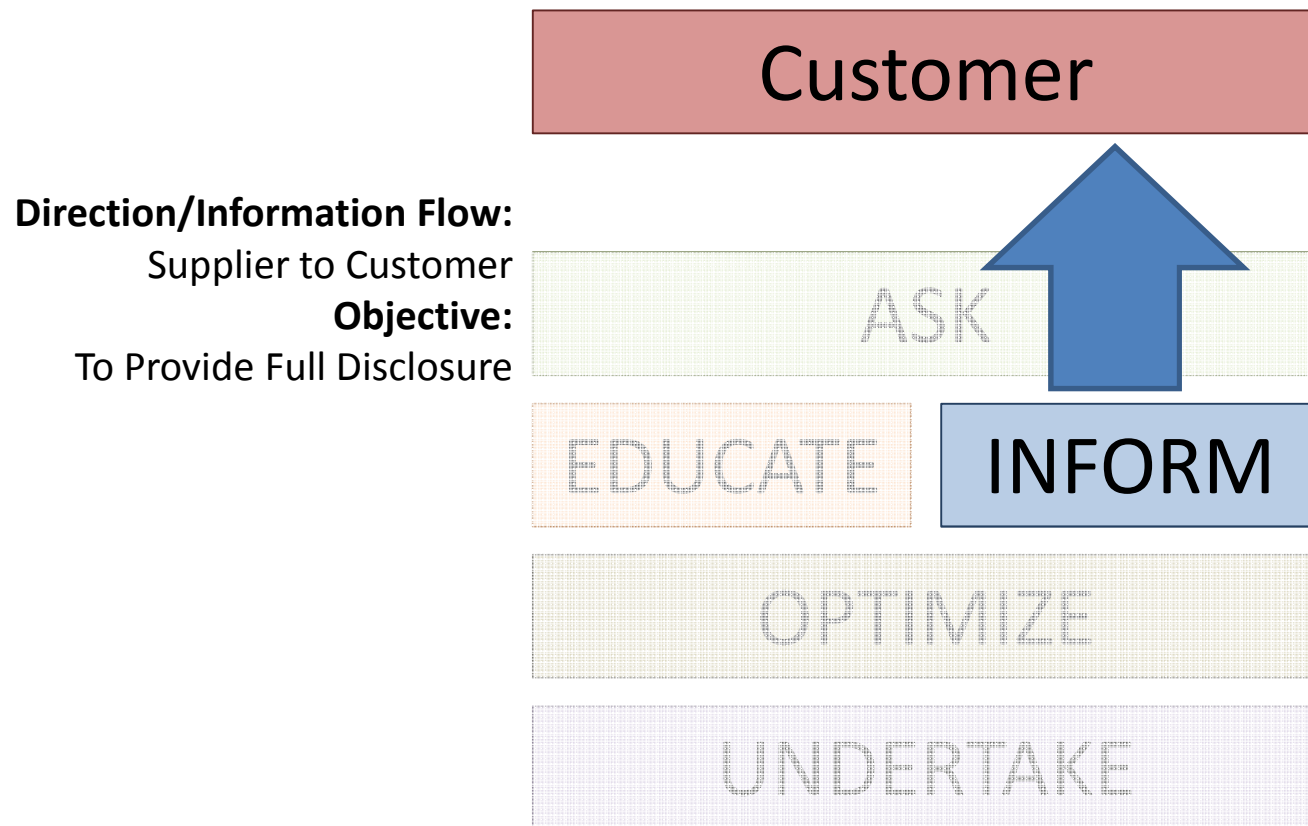


# Tools and Templates (Workshop)

- Create an OFFERING MAP
- List all products and services
- Categorise them
- Prioritise them (Assessment of risk)
- Identify/Design Risk Control Measures
- Allocate internal responsibility
- Train appropriately



# The AEIOU Customer Engagement Model

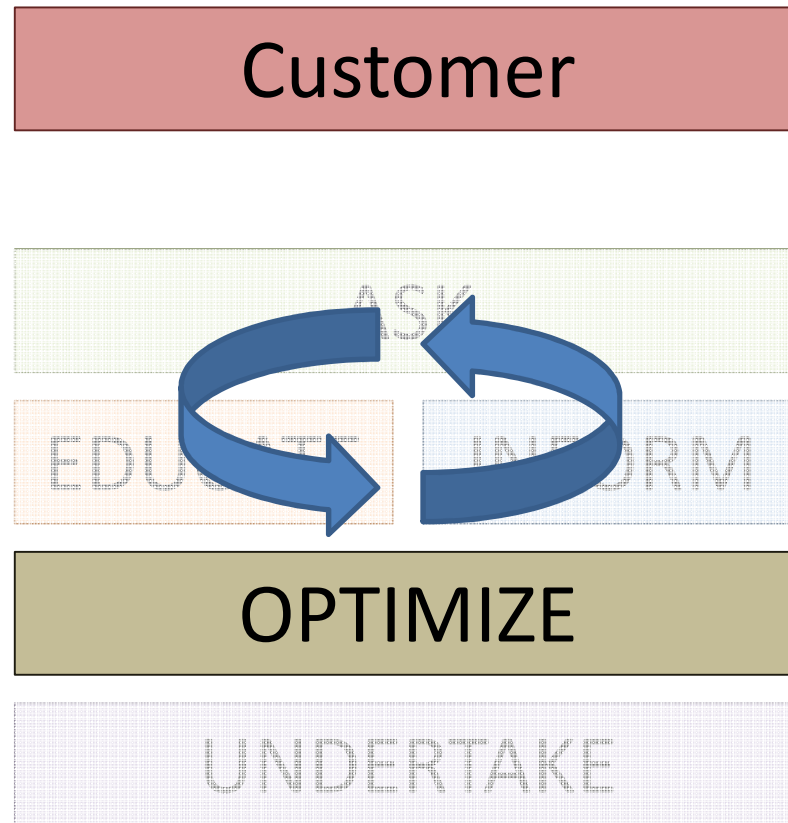


# Tools and Templates (Workshop)

- Message Map
  - What you are saying
- Communication Map
  - What Channels do you use to say it
- Communication Timeline
  - When do you say things (in terms of the Sales, Marketing and Customer Services Elements)
- Documentation Map
  - What documentation do you use



# The AEIOU Customer Engagement Model



**Direction/Information Flow:**

Internal

**Objective:**

To Optimise the Business with  
a Customer Centric Focus



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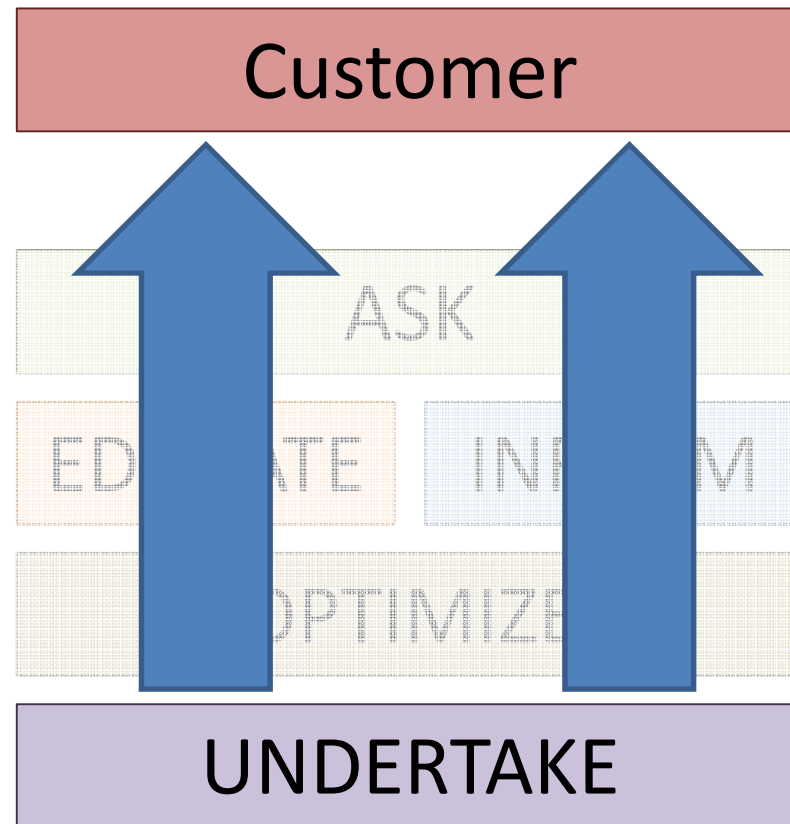
# Tools and Templates (Workshop)

- Customer Engagement Maturity Measurement
- Map out your business
  - SIPOC MAP
  - Interface Map
  - Decision Map
  - Portfolio Map
- Deciding on Next Steps and Action Plan
- DOING IT



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# The AEIOU Customer Engagement Model



**Direction/Information Flow:**

Supplier to Customer

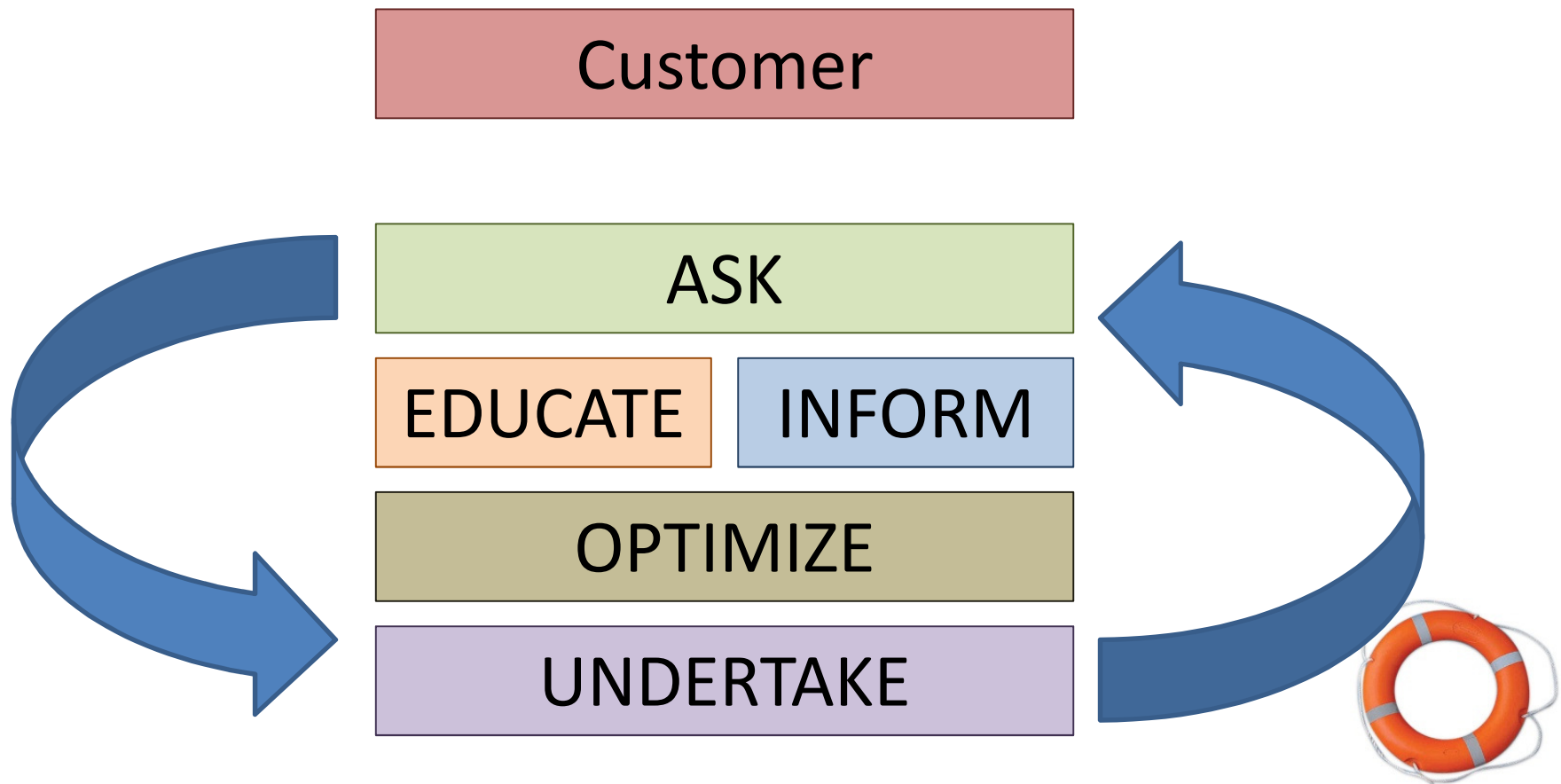
**Objective:**

To Fully deliver all aspects of the Product/Service within the expectations of customers



# The AEIOU Customer Engagement Model

**KEEP DOING IT**



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# Thank you

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