



PROFITABILITY
from **CUSTOMER**
AFFINITY

Customer Affinity Framework

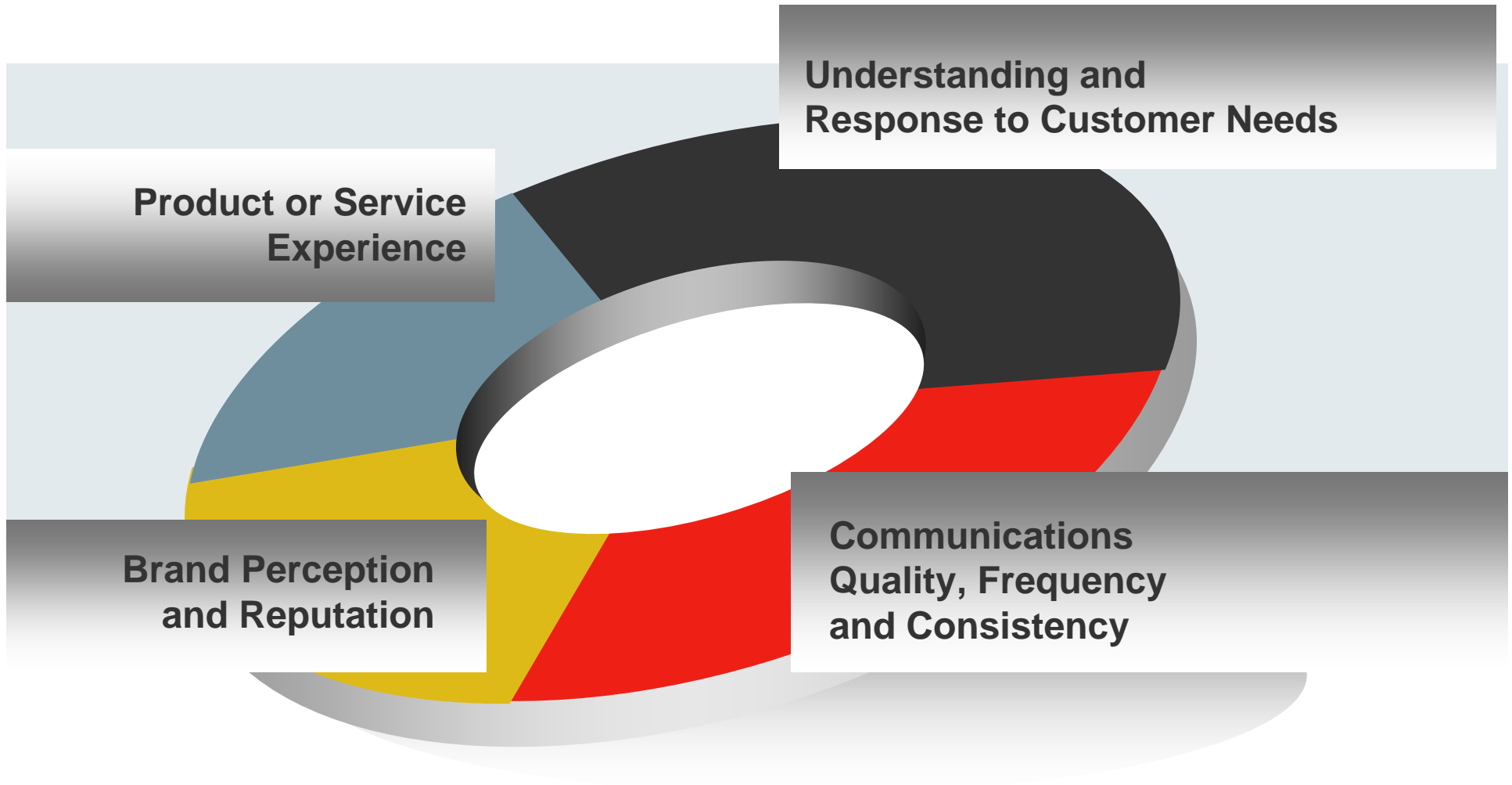
Strategic Invention
Group Session

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Understanding and Response to Customer Needs

- Product co-innovation and collaborative development
- Customer council and community operation
- Quality of customer conversations and discussions
- Customer testing and feedback channels
- Strategic insight and outlook studies
- Channel pulsing and engagement
- Relevance and value of solutions
- Frontline feedback and experience audits
- Knowledge and understanding of customer markets



Product or Service Experience

- Value-added thinking and consultative selling approach
- Level of customization and individualization
- Procurement, integration and buying dynamics
- Access to management and organizational resources
- Flexibility and adaptability to customer needs
- Installation, training, education and tech support
- Problem resolution and call center/web site performance
- Incidence of complaints, problems, deficiencies
- Business practices, policies, pricing, payment and terms
- Customer handling and relationship management
- Upgrades, add-ons, extensions and up-sell
- After-market user issues and responsiveness
- Consistency and quality of customer touch points



Brand Perception and Reputation

- Clarity and resonance of messaging
- Competitive differentiation and technical distinction
- Ratings, rankings and viral word-of-mouth
- Peer review, validation and endorsement
- Editorial prominence, tonality and sentiment
- Authority leadership and industry visibility
- Awards, accolades and analyst acclaim
- Business longevity and corporate trust
- Brand character, style and personality
- Corporate responsibility and ethics



Communications Quality, Frequency and Consistency

- Addresses pertinent issues, needs and requirements
- Value and personal relevancy of content
- Clarity and caliber of communication
- Incidence and value of vendor contact
- Availability and accessibility of information online
- Channel alignment with vendor claims
- Sales force representation and positioning
- Personalized contact and handling
- Industry and user context of communications



How Can Marketing Influence Customer Affinity & Attachment?

- In-depth customer analytics and continuous intelligence gathering
- Targeted, well-defined messaging that's relevant to segmented audiences
- Establishing beach heads and multiplying relationships in customer organizations
- Continuous customer engagement through councils, communities, events
- Consistent and unified branding across all customer touch points
- Monitoring, tracking and leveraging of all frontline feedback channels





How Can Marketing Influence Customer Affinity & Attachment? (cont.)

- Close integration and alignment with sales and channel groups
- Customer-facing field marketing teams and vertical marketing groups
- Continuous auditing and assessment of customer experiences
- Prompt and timely response to inquiries, needs, or concerns
- Market education, conditioning
- Ongoing knowledge, insight and interaction
- Effective creation, publication and syndication of decision-support content
- Formalized referral, championing and peer-driven word-of-mouth