

# Channels en customer Relationships

## Channels



Through which Channels do our Customer Segments want to be reached?

How are we reaching them now?

How are our Channels integrated?

Which ones work best?

Which ones are most cost-efficient?

How are we integrating them with customer routines?

### **CHANNEL PHASES**

#### **1. Awareness**

*How do we raise awareness about our company's products and services?*

#### **2. Evaluation**

*How do we help customers evaluate our organization's Value Proposition?*

#### **3. Purchase**

*How do we allow customers to purchase specific products and services?*

#### **4. Delivery**

*How do we deliver a Value Proposition to customers?*

#### **5. After sales**

*How do we provide post-purchase customer support?*

•AWARENESS: advertenties op social media zoals instagram, kleine giveaway's organiseren en posters in de buurt van scholen.

•EVALUATION: reviews en direct contact

•PURCHASE: online, met IDEAL.

•DELIVERY: Via verzend dienst zoals postNL (verzendkosten worden dan bij prijs inbegrepen) of ophalen.

•AFTER SALES: Bevestigings berichten en product tutorial's

# Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?

Which ones have we established?

How are they integrated with the rest of our business model?

How costly are they?

## **EXAMPLES**

*Personal assistance*

*Dedicated Personal Assistance*

*Self-Service*

*Automated Services*

*Communities*

*Co-creation*

. Contactgegevens waar de klant altijd vragen of eventuele klachten over producten kan stellen. Vaak bereikbaar.

.Klant op de hoogte houden van nieuwste trends als hij of zij zich heeft opgegeven voor nieuwsbrief.

.Andere bedrijven: Er kan worden samengewerkt met andere bedrijven om zo onze producten op bij merende bedrijven te promoten