
EXPAND THE CUSTOMER BASE CLIPPER CORPORATION

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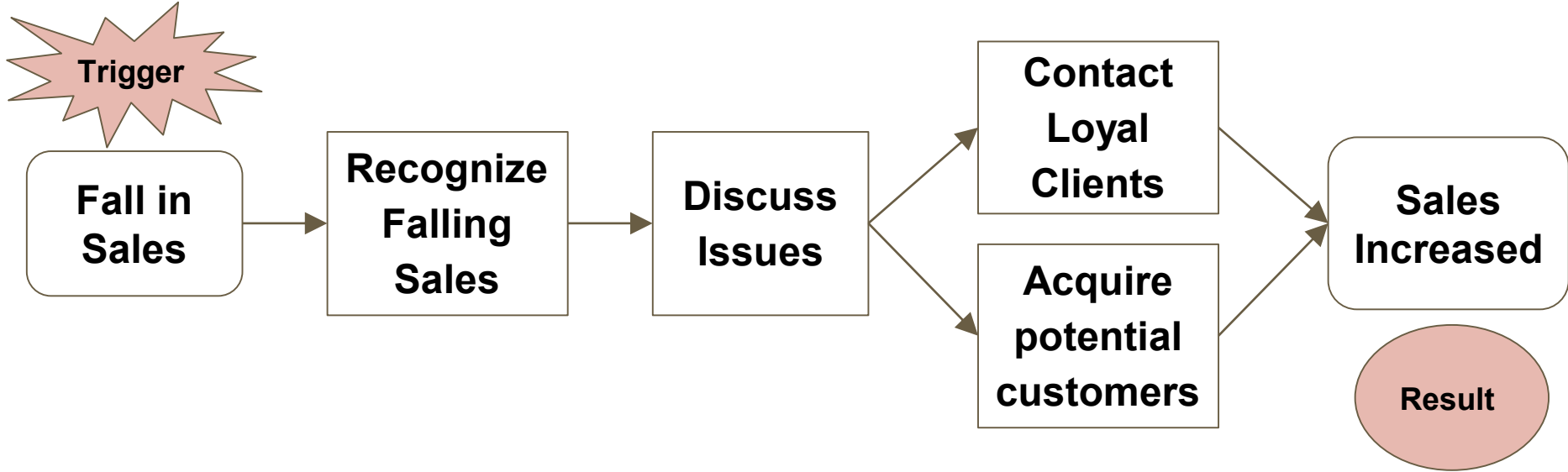
An Example of Case

Example: **Texas Instruments Calculator Business**

Key Takeaways:

1. Enterprise Process cannot lie in the old functional department.
2. Change the organization first.
3. A new management role: **Process owner**.
4. Process owner can oversee process development.

Diagram of Workflow: Expand the Customer Base



Issues:

Surveys did not showcase any insights apart from which customers will be retained.

Surveys were not organised or structured.

Recommendation:

Professionally manage the data from surveys for analysis.

Periodic update of survey results to the R&D department for strategizing

Learning Outcomes from Case 1

1. Reengineering of survey studies delivered to the specific needs of the customers and add value.
2. It allows different kinds of customers to be served in different ways.
3. Focus on the tangible benefits (old customers).