Applying the Five Core Behaviors of Customer Networks

Learning Outcomes Addressed:
- Describe the five core behaviors of customer networks.
- Develop ideas for strategies that leverage each of the five core behaviors of customer networks for an organization.

For this activity, you will have the opportunity to apply what you have learned to a real brand. To begin, select a brand. Then, use the five core behaviors (access, engage, customize, connect, and collaborate) to generate five ideas for new strategies that not only engage customers but create added value for the brand. Be sure to explain your rationale for each idea.

Submission Instructions:

- Share your five ideas in this forum as a discussion post. Be sure to explain your rationale for each idea. Note: This is a post-first discussion. You will not be able to see your peers' posts until you post your initial response to the discussion board.
- After posting your initial response, return to the activity to see what your peers had to say. You are strongly encouraged to respond to your peers' posts with thoughtful comments or questions to continue the conversation, but this is not required.
- As you review your peers' posts, consider the ideas presented and how they compare to your own. What ideas did you find new, surprising, or interesting? Were there any ideas that you had not considered? How might you apply these ideas to your organization or industry?

Solution:

Brand Selected: Microsoft

Five Customer Network Strategies for Microsoft.

1. **Access Strategy:**
   - Launch "Microsoft Instant" - a lightweight web portal providing immediate access to core Office features without full app downloads.
   - **Rationale:** Removes friction for new users and supports the mobile-first work environment
2. **Engage Strategy:**
   - Create "Solution Spotlight" - interactive video contents showing real customer transformations with step-by-step tutorials.

- **Rationale**: Demonstrates practical value through peer success stories rather than product features.
3. **Customize Strategy:**
   - Develop "WorkStyle AI" - an intelligent assistant that adopts Microsoft 365 interfaces based on individual usage patterns and role requirements.
   - **Rationale**: Personalises the complex enterprise suite to match specific workloads
4. **Connect Strategy:**
   - Build "Microsoft Community Hubs" - industry specific forums where customers share templates, best practices, and solutions.
   - **Rationale**: Leverages customer expertise to solve common challenges while building loyalty
5. **Collaborate Strategy:**

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   - Introduce "Feature Co-Lab" - allowing enterprise customers to vote on and beta-test upcoming features.
   - **Rationale**: Transforms customers into development partners, ensuring features meet real business needs while creating advocacy.

Each strategy transforms customers from passive users into active participants who help Microsoft improve while solving their own business challenges