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Channels



The Channels Building Block describes how a company communicates with and reaches its Customer Segments to deliver a Value Proposition

Channels serve **several functions**, including:



Raising awareness among customers about a company's products and services



Helping customers **evaluate** a company's Value Proposition



Allowing customers to **purchase** specific products and services



Delivering a **Value Proposition** to customers



Providing post-purchase customer **support**

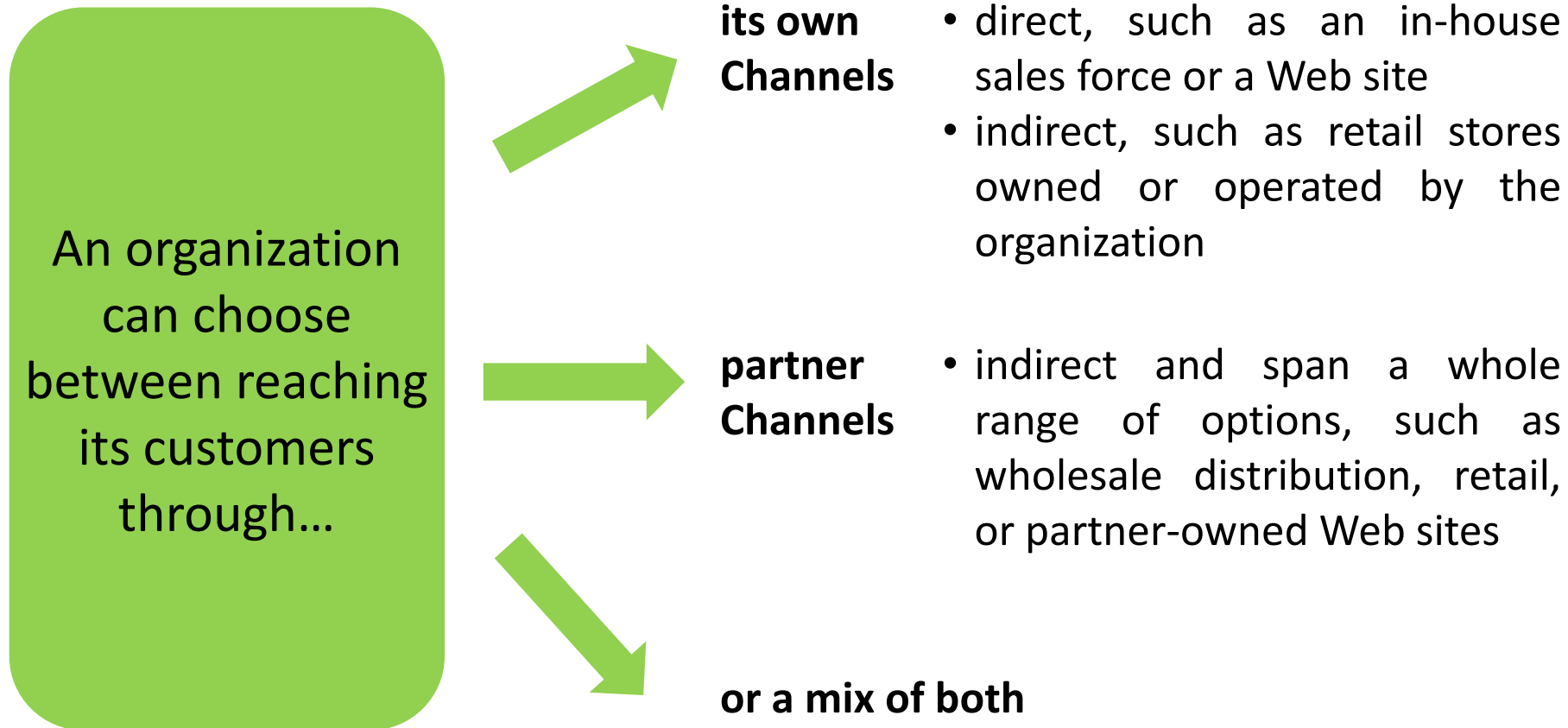
Key questions

- Through which Channels do our Customer Segments want to be reached? (heard/see/do)
- How are we reaching them now?
- How are our Channels integrated?
- Which ones work best? (efficiency/cost)

Between direct Channels and indirect ones, as well as between owned Channels and partner Channels.

Right mix of Channels

Finding the **right mix of Channels** to satisfy how customers want to be reached is **crucial in bringing a Value Proposition to market.**



Channel Types but also communication channel

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Channel Types			Channel Phases				
Own	Direct	Sales force	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?
		Web sales					
Partner	Indirect	Own stores					
		Partner stores					
		Wholesaler					