



The North American Conference on
**CUSTOMER
MANAGEMENT**

November 16 - 19 2008
Disneyland Hotel, Anaheim, CA

putting the customer at the heart of the business

**The North American Conference on Customer Management
(NACCM) www.ecsw.com/naccm
Fast Guide**

NEXT NACCM: November 16-19, Disneyland Hotel, Anaheim, California. Use the link to find out more and to reserve your place:

<http://www.iirusa.com/naccm/18095.xml>

Three Questions To Check If You Are Really a Customer-Focused Organization

*From the book **Angel Customers and Demon Customers**, by Larry Selden and Geoffrey Colvin*

Most managers today insist they put the customer at the center of their company. But the claims of customer-centricity at most companies are an outright fraud. If you doubt that, ask three questions:

1. Who in the company “owns” the customer?

Which specific, identifiable person is responsible for understanding a designated customer or customer segment thoroughly, for figuring out that customer's total needs and desires, and for figuring out and executing a value proposition that meets those needs better than the competition, driving share price as a result. At most companies, the answer is no one. Or, rather more insidiously, the answer is, “Lots of people own the customer!” But when a number of people have responsibility for any given customer, the truth is that nobody owns him.

2. Who is accountable for the profitability of any given customer or customer segment?

Again, the answer is usually no one. In fact, most companies don't know how profitable any customer is. It's ludicrous to claim that you've put customers at the center if you don't know which ones are making you money and which ones are costing you money, and if no one is in charge of managing profitability through creating, communicating and executing value propositions.

3. How significantly does the company differentiate its interactions with different customers?

Companies that put customers at the center don't treat them all the same. They understand the importance of mutually beneficial value exchange, treating different customers very differently because they know customers have varying needs and desires. Meeting those needs better than competitors

offers the company the opportunity for earning superb profits, thus turbo-charging its stock.

Angel Customers & Demon Customers is available from Amazon and all good book stores

NEXT NACCM: November 16-19, Disneyland Hotel, Anaheim, California. Use the link to find out more and to reserve your place:

<http://www.iirusa.com/naccm/18095.xml>