

CUSTOMER PROFILE

The better you know and understand what customers need, the more effectively you can deliver it. It is also important for everyone to have the same perspective.

Step 1: Enter the name of the customer or segment to be analysed

Step 2: Identify and list the most important customer value drivers in descending order of importance. These are the attributes that motivate purchase & loyalty.

Step 3: Using the value drivers, list any current critical service issues.

Step 4: List your Action Priorities to address the service issues in 3 above.

Step 5: Assessing the value drivers in terms of FITS Logics, subjectively determine the dominant logic for this customer or segment. Download the ebook on the 'Concept of Strategic Fit' for more information.

1. Major customer or segment:					
2. What does the customer shop for?	3. Critical service issues				
5. FITS Profile	4. Specific Action Priorities				
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