

# Customer Demand Chain Vision & Blueprint Roadmap



Meritide can help your business increase revenues and profits by improving your interactions with your customers. We do this by identifying customer facing capabilities that most need improvement and by reengineering processes that are underperforming. We can start with an overall assessment of your customer facing capabilities or take a more focused approach if you have identified a specific capability that needs immediate improvement.

## Customer Touch Point Assessment

Will examine all of your customer interactions (overall strategy and relationships, marketing, sales, and customer service) to identify the capabilities that most need improvement and to create a plan for achieving improvement.

## Specific Capability Assessment

Is more appropriate if you have identified a specific capability that needs immediate improvement. Examples could include customer relationship management (CRM), lead generation/qualification, ongoing customer communications, or sales process methodology/ management. We can help reengineer the processes and information, and select and deploy the appropriate technologies in order to enhance revenues and reduce timeframes and costs.

## Objectives:

- To create a vision of the target state of information, processes and systems that will achieve sustained customer intimacy efficiently and effectively. The vision will be at a high level, identifying customer touch points, customer information, systems and integration points at a level sufficient for planning purposes.
- To create of roadmap of initiatives based on ROI and priorities that should be completed within the next twelve to eighteen months in order to begin to achieve the vision.

## Benefits:

- Assure that management is aligned with and embraces the vision of customer demand chain strategy.
- Apply internal resources to the initiatives that will achieve the highest return.

- Create a conceptual framework on which to build consistent sales and service processes and training.
- Create a vision for sales and service that will achieve consistency in all customer interactions.
- Increase customer loyalty and reduce the risk of lost customer relationships.
- Move toward automated customer information that will prevent loss of information when sales people leave or change roles.
- Assure that marketing and sales information, processes and systems are deployed in the most efficient and effective manner.

## Deliverables:

- Documented vision and blueprint roadmap for the information processes and systems that involve customer touch points and customer information.
- Documented current state of the existing information processes and systems that involve customer touch points and customer information.
- Roadmap of initiatives based on the benefit and priorities to the company
- Set of recommendations for the next 12-18 months



**Leverage our expertise and gain a competitive edge in the marketplace**

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