



# Mosaic **Customer Development Training**

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**You Must Look at All of the  
Pieces to Truly See the Whole  
Picture**

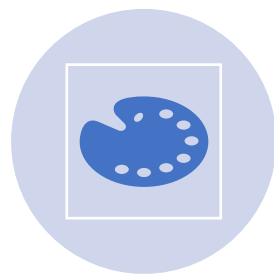
# The Mosaic Concept:



The **Mosaic** approach of **Customer Development** Training is based upon the concept that all people (including customers) have individual "lenses" through which we view the world.



Through those lenses we make all of the decisions within our lives that when they are pieced together like a mosaic will form a greater view of who we are and what we really want.



The Art and Science of helping Customers access what they want and need is the highest form of Customer Care.



# Mosaic Customer Development Learning Objectives

1. Challenge the Way You Think
2. Understand your **Change Force**
3. Redefine the **Customer Relationship**
4. Identify your **Value Proposition**



# Transactionship

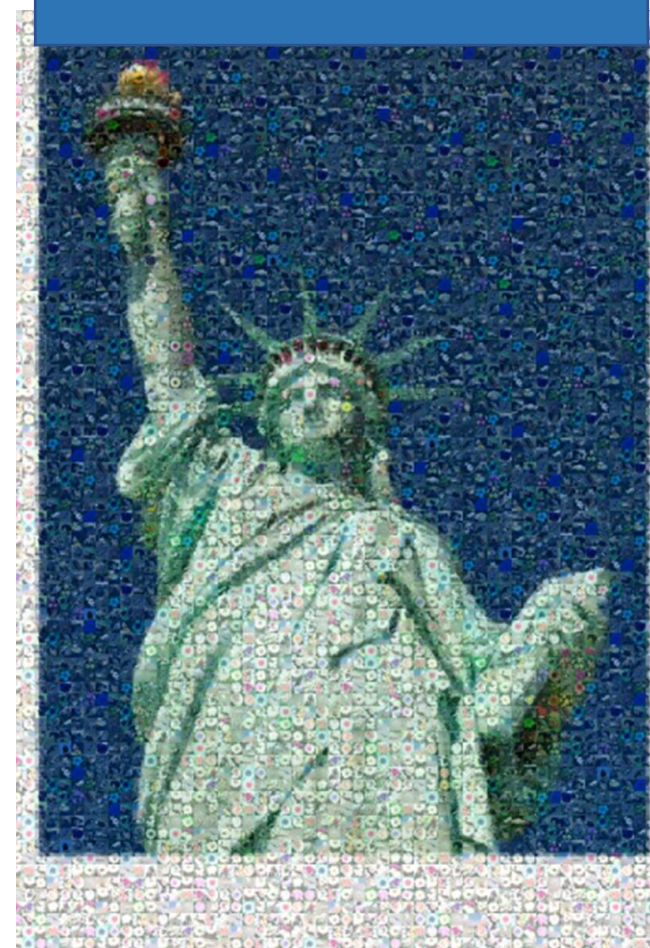
**Transactionship**

**VS.**

**Relationship**

Transactionship:

Brief temporary exchange to satisfy a need that can be readily met by several available sources.

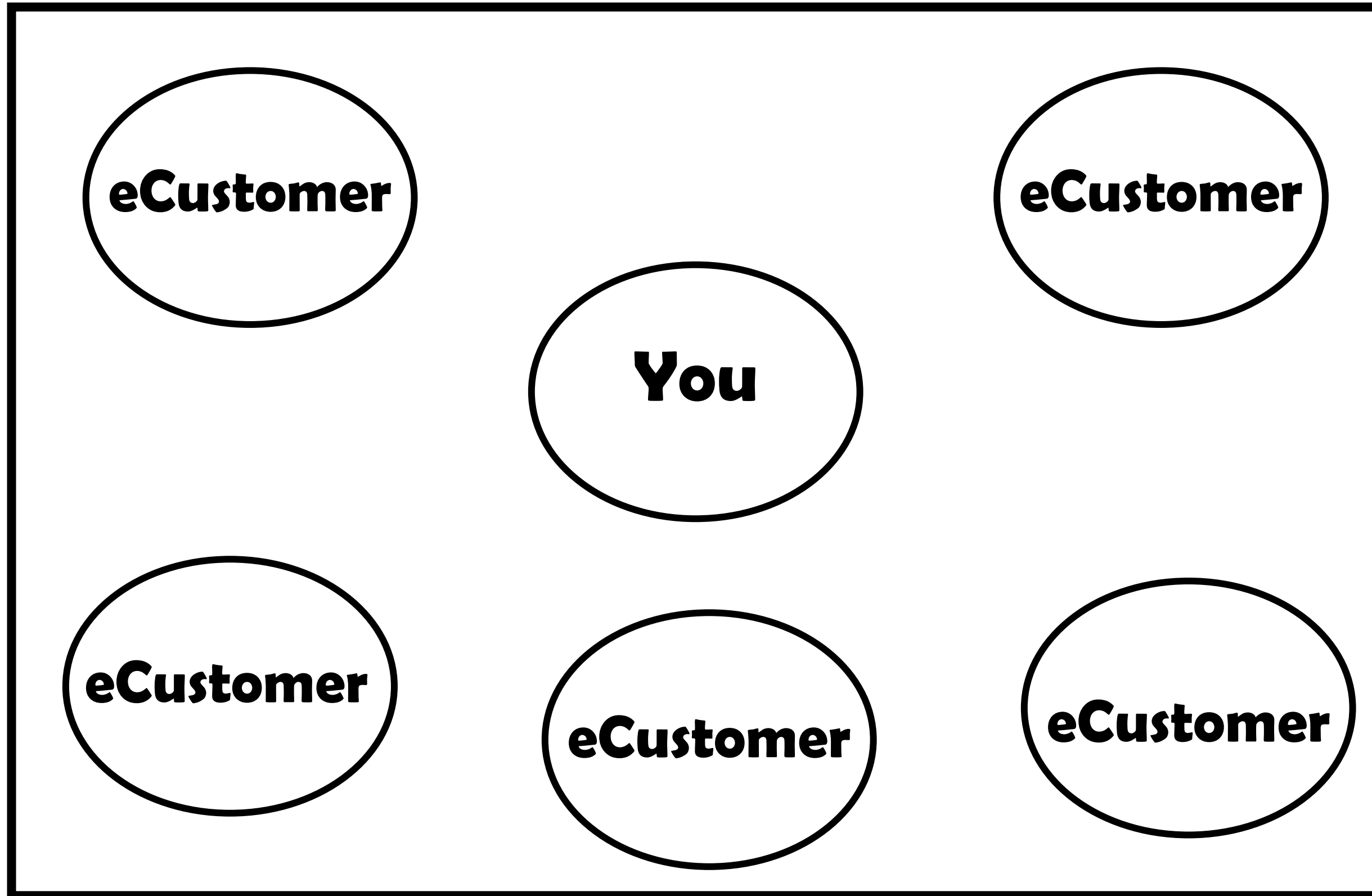


# The Customer Inventory

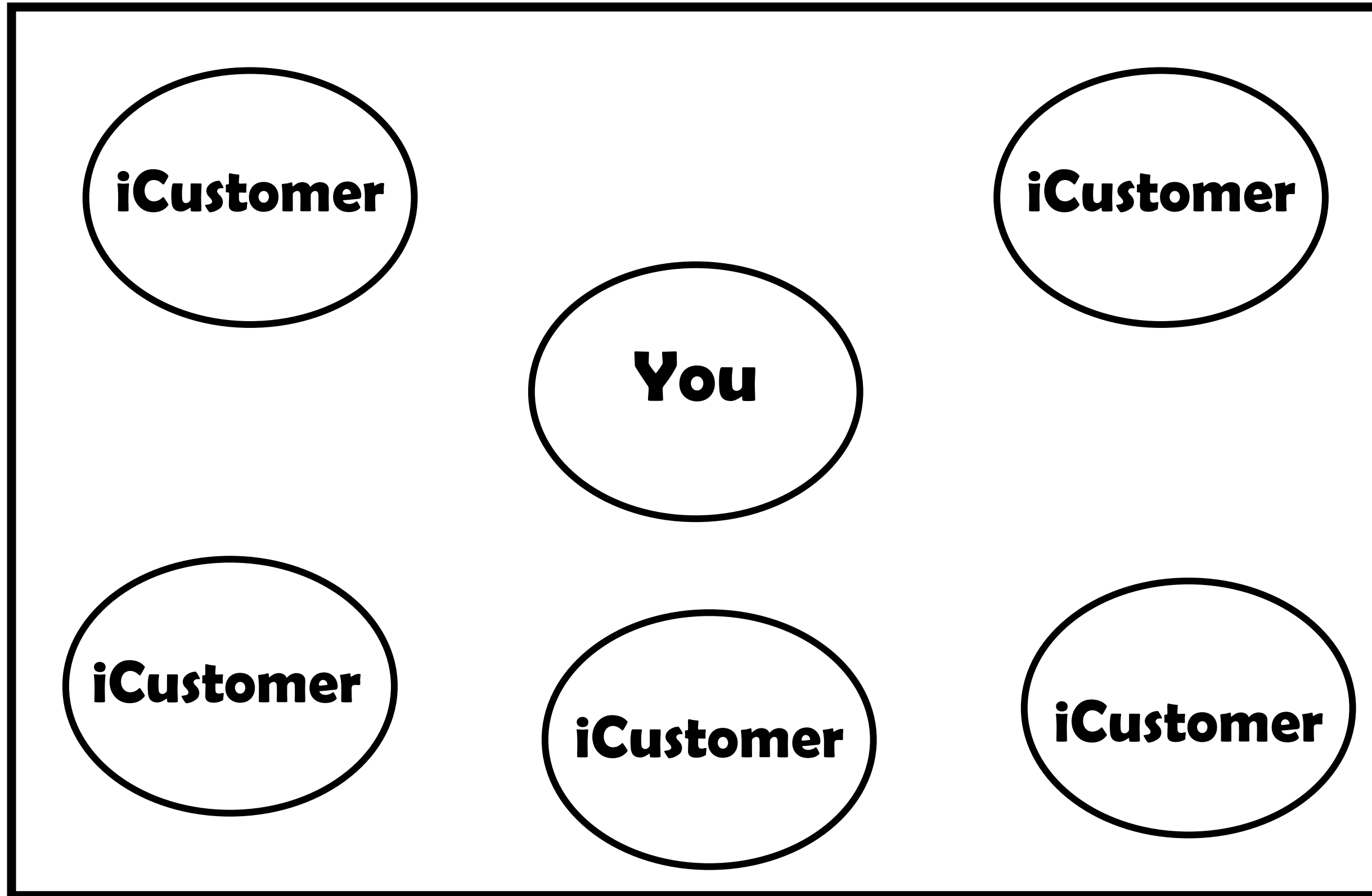
- The most important resource to our organization is our customer (internal & external).
- As with all other organizational resources, Customer Relationships must be proactively and strategically managed.
- But, before they can be effectively managed, your Customer Relationships must be accurately assessed and charted.



# eCustomer Relationship Mapping



# iCustomer Relationship Mapping



# Reactive vs. Proactive Customer Activities

- Reactive Customer Activities are those that are initiated when the customer makes contact.
- Proactive are those which are conducted even before the customer recognizes a need. These activities are a part of a formal strategy to facilitate the customer relations toward the Reciprocity Quadrant which will increase not only Customer Satisfaction but also Organizational Gain.





# Mosaic Customer Development Toolbox Take-a-Ways

1. Remember your **Change Force**
2. Recognize **e**Customer & **i**Customers
3. Value **Proactive** more than Reactive solutions
4. Focus More on Customer **Satisfaction** than on just Customer Service

