



Customer relationships - Self Assessment

Exercise 1

1.1 Think about the brands you like the most. Identify your feelings associated with each brand. Trust? Reliability? Respect? Well-being?

1.2 What kind of relationship does each brand have with you? Compile a list for this.

1.3 What do you think each brand does that influences your appreciation towards them? Does it have to do with your relationship with the brand, or with any other part of their business model? Write down what you see as strong points (even if they are not part of the relationship model).

1.4 Can you replicate a similar model of client relationship?

Exercise 2

2.1 Think about the brands you dislike. Identify the feelings you have towards each brand. Distrust? Unreliability? Disrespect? Disgust?

2.2 What kind of relationship do you have with each particular brand? Compile a list for this.

2.3 What do you think that brand does (or does not do) that influences your appreciation (or lack of appreciation) towards them? Does it have to do with the relationship, or with any other part of their business model? Write down what you see as the weak points (even if they are not part of the relationship model).

2.4 What can you do to avoid a relationship which is as bad as the one you just thought of?

Exercise 3

3.1 Could adding or removing a different customer relationship open or close your access to a different client segment?

3.2 If you have different client segments, what kind of client relationship will you have with each one of them?

3.3 Think about the relationship and impact that one decision about the client relationship would affect the revenue streams and vice-versa.

3.4 Think about the relationship and impact that one decision about the client relationship can affect your cost structure and vice-versa.

3.5 If you decide to add or remove a different kind of customer relationship, what impact will it have on the rest of your business model?

