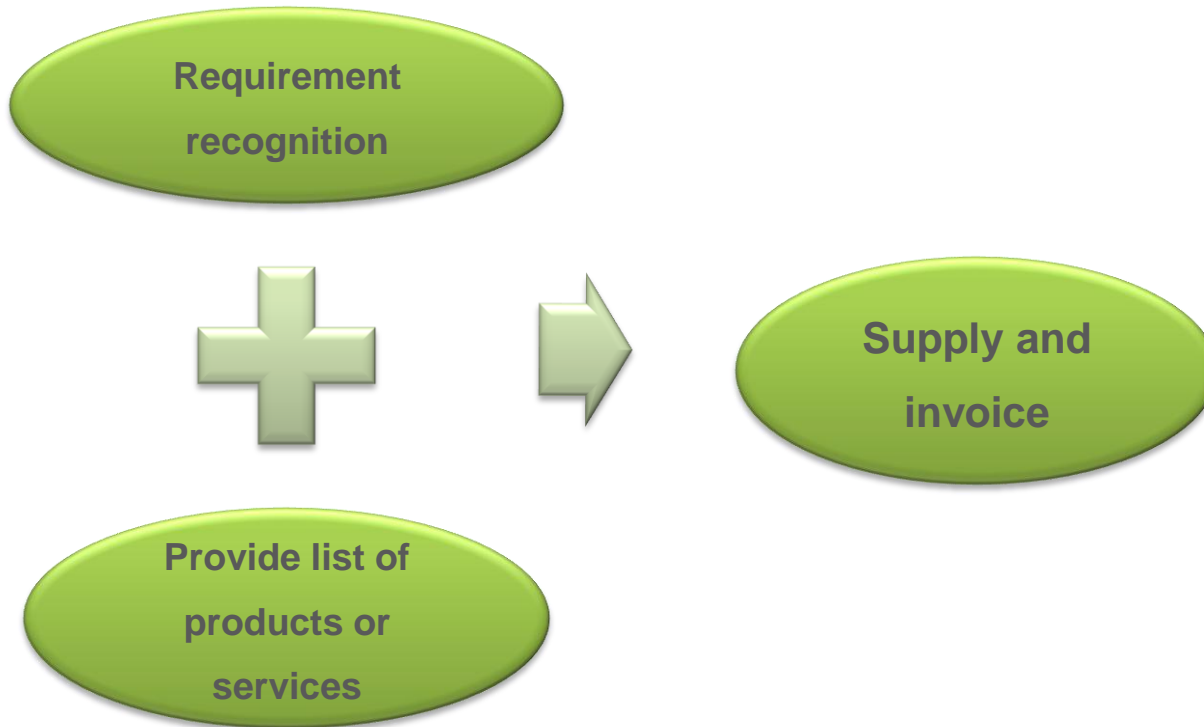




**How do you engage with your customers?
And what's the consequence of this?**

Do you adopt a transactional approach?



Or a relationship approach?



Characteristics of transactional approach



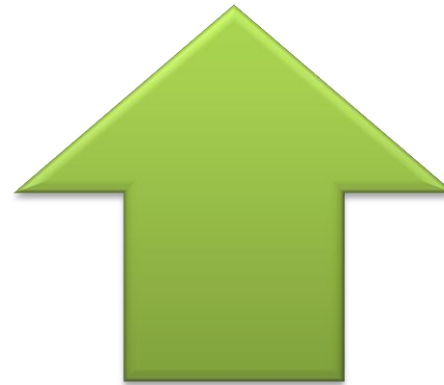
CONS

- One-off contracts more likely
- More acquisition activity needed
- Lower referral rate
- Highly price-sensitive
- Lower long-term value



PROs

- Less resource required for customer service
- Suited to low value high volume products



Characteristics of relationship approach



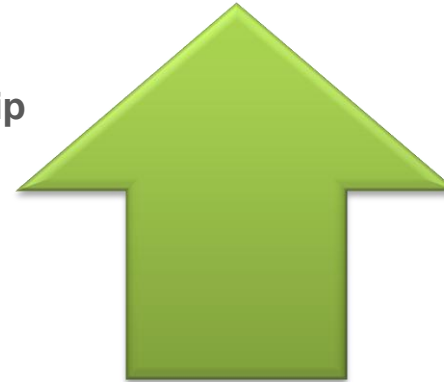
CONS

- Unnecessary for low value high volume sales
- More resource required for customer service



PROs

- Long-term benefits-led relationship
- Less acquisition activity needed
- Less price-sensitive
- Higher referral and retention rate
- More recurring business and greater long-term value



Which model will best achieve your objectives?

- Many organisations feel that they operate a relationship model, but in reality, many operate on a transactional basis, only communicating with customers when they need to supply and invoice
- The transactional approach works well if you supply a product or service that is high volume and low value
- But if this isn't your organisational model, then it's time to understand how to really engage with your customer for mutual long-term benefit
- We offer a **FREE 60-minute consultancy** to provide an overview of your customer engagement and how this could be maximised.

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