



Customer Centric Business Strategies



Visibility into End-Customer Requirements Is Critical for Manufacturers

It is imperative that manufacturing and services companies selling via distributors, dealers or agents have a complete view of their business all the way through to the end-customer. This is called “whole-channel distribution” strategy and I humbly submit that it is a fatal error to leave this responsibility solely to downstream channel partners.

For example, Heinz Foodservice needs to understand not only what its distributor Sysco is purchasing from it directly, but also what restaurant owners are purchasing from Sysco and how the restaurant owners’ requirements are changing over time. Heinz must not depend solely on Sysco to provide this information; Heinz

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must also secure this information for itself.

Here is where whole-channel distribution comes into the picture. In addition to working with their distributors/dealers/agents, manufacturers have many options to engage directly with their end customers. They can use private social media communities to facilitate a two-way dialogue, use mobile apps that connect with end-customers directly, and use Internet of Things sensors that help them learn how their end-customers are using their products and services. At the end of the day, maintaining direct visibility into end-customer needs and desires is a critical responsibility.

Thanks for reading,



Barton Goldenberg

President, ISM CRM/Strategic Consultants. Inc.



Read Barton's column, "Is Your Digital Strategy Ready?," in the March issue of CRM Magazine.



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environment.

Understand the impact of emerging technologies, including virtual reality, that allow organizations to capture and use new types of customer information in new ways.

Discover new tools and approaches for acquiring and analyzing customer data to produce actionable insights.

Learn why your organization needs a 3-to-7-year digital vision and long-range Digital Strategy to help you catch each new digital wave and stay abreast of your competitors.

Presented by:

Barton Goldenberg, Founder and President of ISM Inc.

Tim Bajarin, President, Creative Strategies

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