



Results achieved by companies that apply a Customer and Channel Strategy within their organizations include:

- **Alignment between business, marketing, and sales strategies**
- **A customer-centric organization with a clear contact management strategy**
- **Technology that is adopted, not just implemented**



Solution Overview: Customer and Channel Strategy

Business Impact

Lack of an overarching Customer Relationship strategy affects your people, culture, processes, structure, and technology.

Warning signs may include:

- Customer definitions and segments become unclear
- Organization structure does not optimize the relationship with the customer
- Company is unable to harness technology investments to drive business performance
- Organization finds difficulty measuring a successful customer relationship
- Dominant values and norms inhibit a customer-centric focus
- Enterprise is unable to manage, measure, and control relationships through partners

Companies should first have alignment between business, marketing, and sales strategies in order to identify, acquire, retain and develop additional and more profitable customers. Your people, business processes, performance management systems and technologies should focus on satisfying the customers you are trying to reach.

Value Delivered

A Customer and Channel Strategy is an enterprise-wide strategy that fundamentally reshapes an organization.

A Customer and Channel Strategy refocuses a company's people, business processes, performance management systems and technologies around satisfying customers, resulting in the identification, acquisition, retention and development of more profitable customers.

Value delivered on recent engagements includes:

- Alignment between business, marketing, and sales strategies
- A customer centric organization with a clear contact management strategy
- Technology that is adopted, not just implemented

Solution Overview: Customer and Channel Strategy

Our Proven Approach

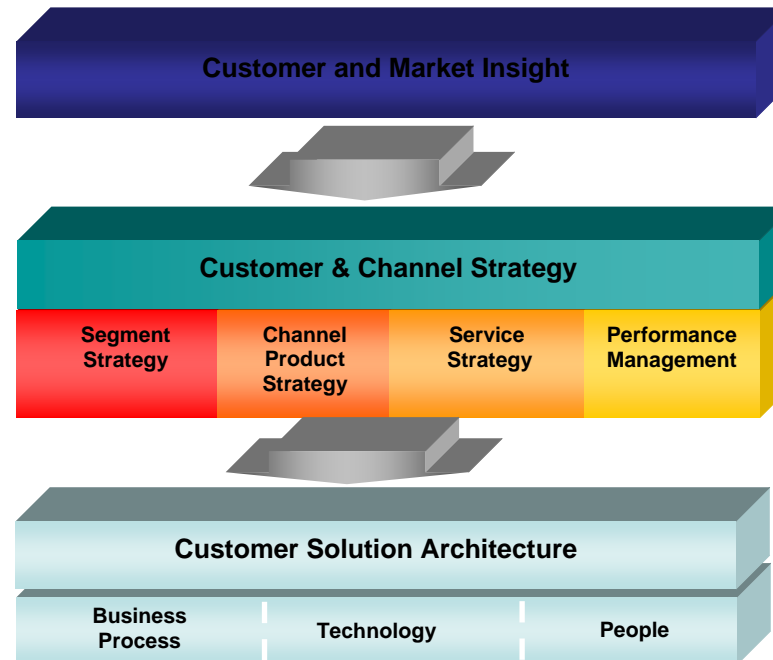
Our approach considers the unique aspects of your situation. Hitachi Consulting draws on tools, knowledge and best practices developed over years of successful engagements.

The components of our approach include:

- Customer Segmentation
- Customer Lifecycle Management
- Contact Management Strategy
- Channel Strategy
- Organizational Strategy Articulation and Design
- Infrastructure Strategy Articulation and Design
- Growth Strategy Articulation
- Business and Technology Taxonomy
- Privacy Program Development

The technologies and tools involved may include:

- Balanced Scorecards
- Best Practices
- CRM Technologies
- Segmentation Tools
- Program Management



About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs.

From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 30 percent of the Fortune 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge to our clients throughout each engagement. For more information, call 877-664-0010 or visit www.hitachiconsulting.com

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