



CLOSER TO CUSTOMERS

Customer-centred solutions to drive profits by constantly exceeding expectations

Share six tough questions with your team; don't settle for less than brutal honesty.....

Do you know your customers and how their businesses operate well enough?

Are you sure you fully address your customers' needs, leaving no opportunity for competitive threat?

Do you know what they truly think about your business, warts and all?

Can you be sure your existing customers will still be customers in 12 months' time?

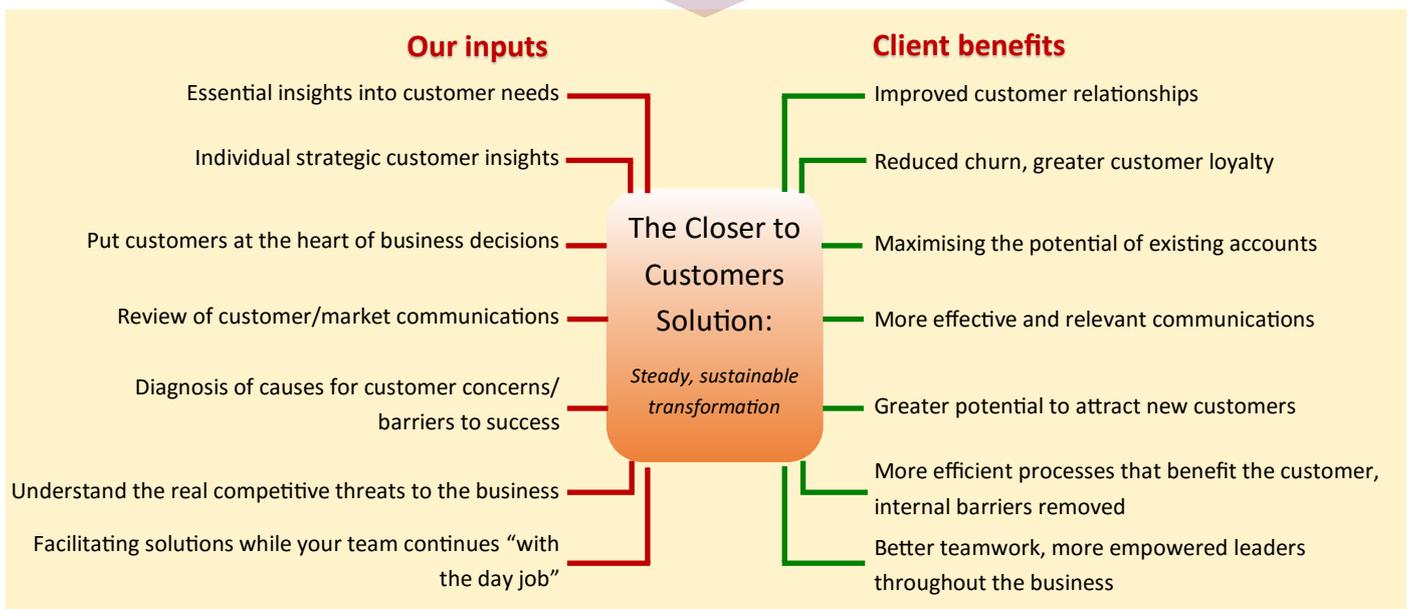
Do you prioritise existing customers ('birds in the hand') ahead of new ones ('birds in the bush)?

Are your performance improvement programmes delivered effectively bringing measurable benefits to your business?

If you can legitimately answer "yes" to these questions your company is in a tiny minority!

Most businesses say they put customers first; in practice they don't.
Many regularly survey their customers, but fail to take proper action on what they learn.

CLOSER TO CUSTOMERS: BRIDGING THE DISCONNECT BETWEEN INSIGHT AND ACTION



Top 1% businesses systematically **champion customers**, striving to build a culture that exceeds their expectations **every time**.

Time moves on—why wait?



THE CLOSER TO CUSTOMERS FIVE STEP PROCESS



01 Gather customer intelligence

We help you systematically analyse the true value of your products/services and how to build closer relationships throughout customer businesses.

Tools we use include in-depth customer consultations: in person, telephone, online as appropriate dependent on nature of customer

"I am happy to recognise the C2C contribution to securing vital strands of business through their review last year."
Logistics, client secured fragile contracts with existing customers worth £9m



02 Diagnose internal barriers to success

We review key conclusions and assess management response, seeking views on why the customer issues exist and what prevents a solution.

St George's Den™, Closer to Customers Peer Review, workshops, confidential key personnel interviews

"C2C's inputs and recommendations formed the basis for our strategy for the following 4 years. In the first year after we rebranded and re-launched, our turnover rose by 17% and profitability by 74%." **Law firm on their long term growth plans**



03 Planning tangible improvement initiatives

We help to design performance improvement projects to enhance the value of your business to your customers

Flexible extension to management teams, creation and management of Value Improvement Teams, project leadership and implementation

"These recommendations are excellent, thank you. We will build our entry strategy for this market around them"
FTSE 100 industrial extending into a new \$1 billion market

"We are humbled by what you have uncovered in 2 weeks, which our due diligence missed altogether only 18 months ago" **Private equity firm which sought insights into a failing investment**



04 Bringing your people with you

We help to develop your people and improve their communication, motivation and contribution via Value Improvement Teams focussed on addressing critical areas of customer value and exceeding customer expectations.

Internal communication programmes, training, mentoring of project leaders

"Thanks to your expert analysis we will not proceed with this acquisition, which poses an unacceptably high risk of destroying shareholder value" **FTSE 100 company on possible acquisition**

Contact us now to discover how you can apply CLOSER TO CUSTOMERS principles. If you think you already have this covered then why not put us to the test? We offer THE ACID TEST: a review of the steps you currently take to understand customers, and to systematically measure and improve value for them. We will tell you where greatest scope for improvement lies.



05 Measuring success, keeping on track

We help to implement end-to-end, customer-focused Measures of Success, which are Key Performance Indicators (KPIs) that reduce waste in serving customers, give accurate feedback on delivering value to customers, strengthen interaction with them and identifies shortfalls in performance which should be addressed.

Establishing KPIs, regular measurement against KPIs, "back-on-track fixes", "Measures of Success"

A more effective business

Serving the market and customers more effectively

More business growth opportunities

Greater customer loyalty