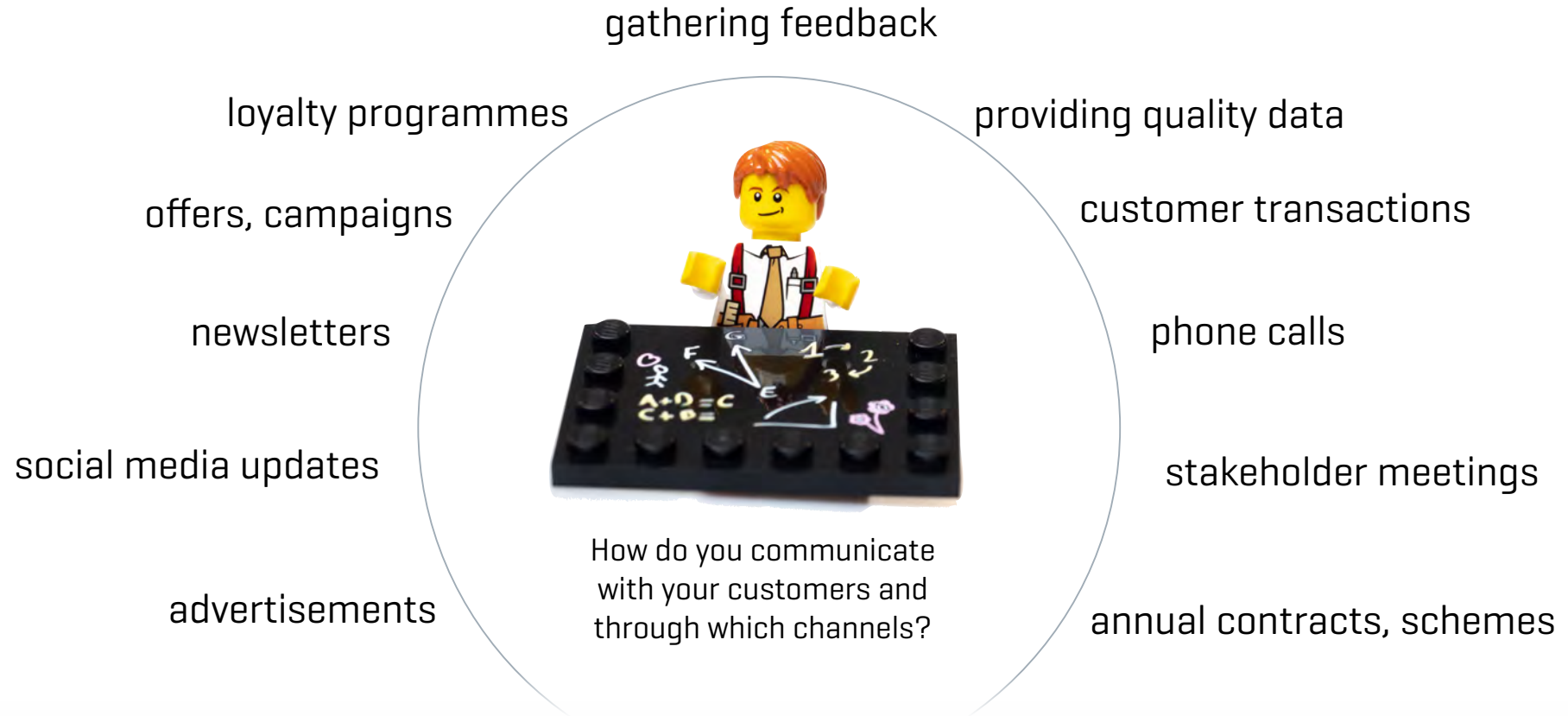




Tool: Enhancing customer relationships (check-list)

Outcome: Creating a communication plan helps you to communicate correctly with your customer segments.



Tip: You do not have to use all contact channels presented. The key is to match the channels with your customer segments.

