

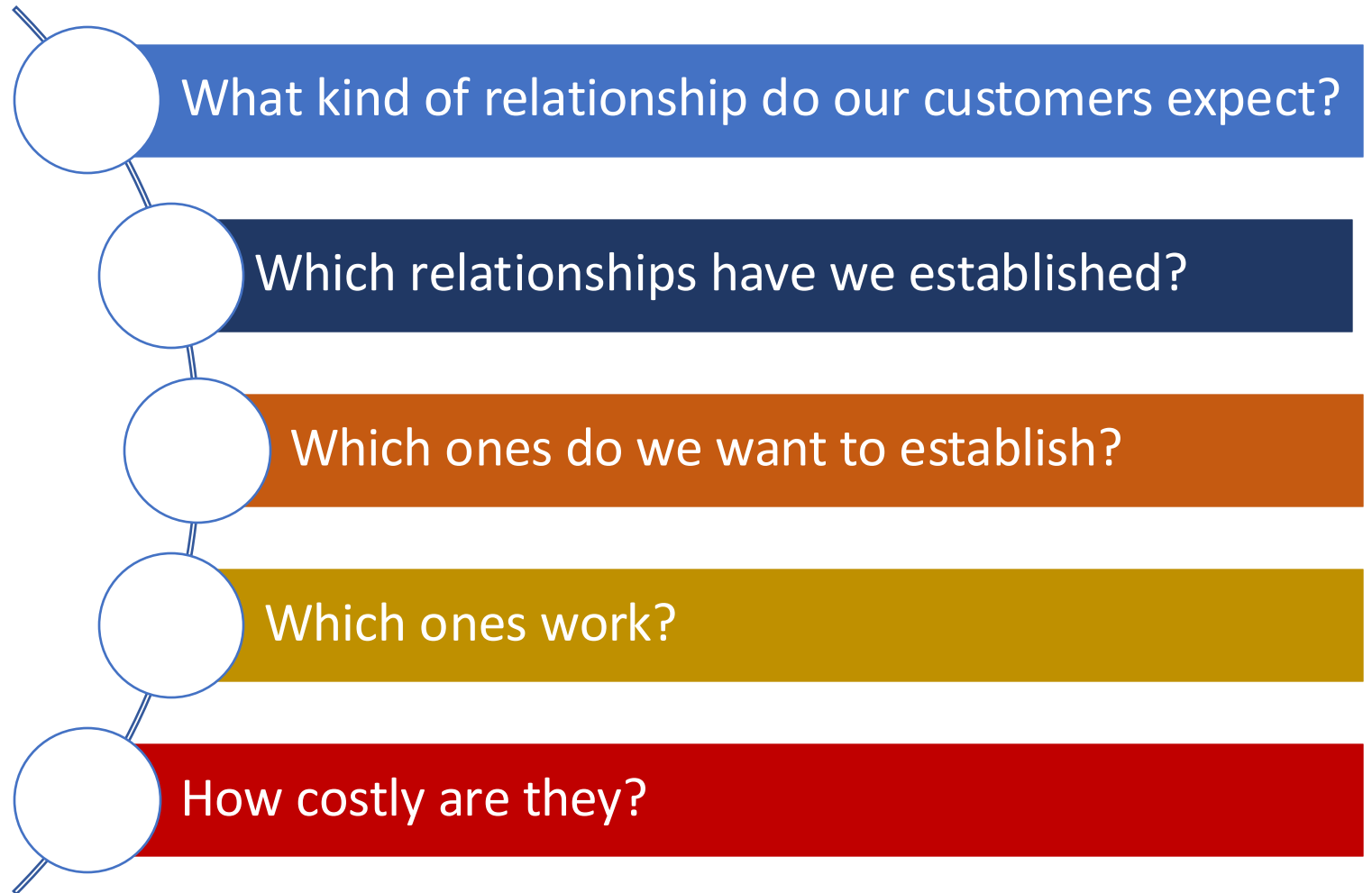
# Customer Relationships & Customer Channels

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# Customer Relationships

Categories of relationships:

Self-Service  
Automated Services  
Personal Assistance  
Dedicated Personal Assistance  
Community Exchange  
Collaborative – co-create



# Exercise



**What Relationships do the Brown Family Farm customers want?**



**Brainstorm on your worksheet individually**



**Share your ideas with your team and rank the top ideas**

# Customer Channels

How do we touch our clients/segments?

- Which channel do our customer segments want to be reached?
- How are we reaching them now?
- How are the channels integrated?
- Which work best?
- Which are most cost-efficient?



# Exercise



**What Channels does the Brown Family Farm need to reach its customers?**



**Brainstorm on your worksheet individually**



**Share your ideas with your team and rank the top ideas**