# SUCCESSFUL WITH CUSTOMERS
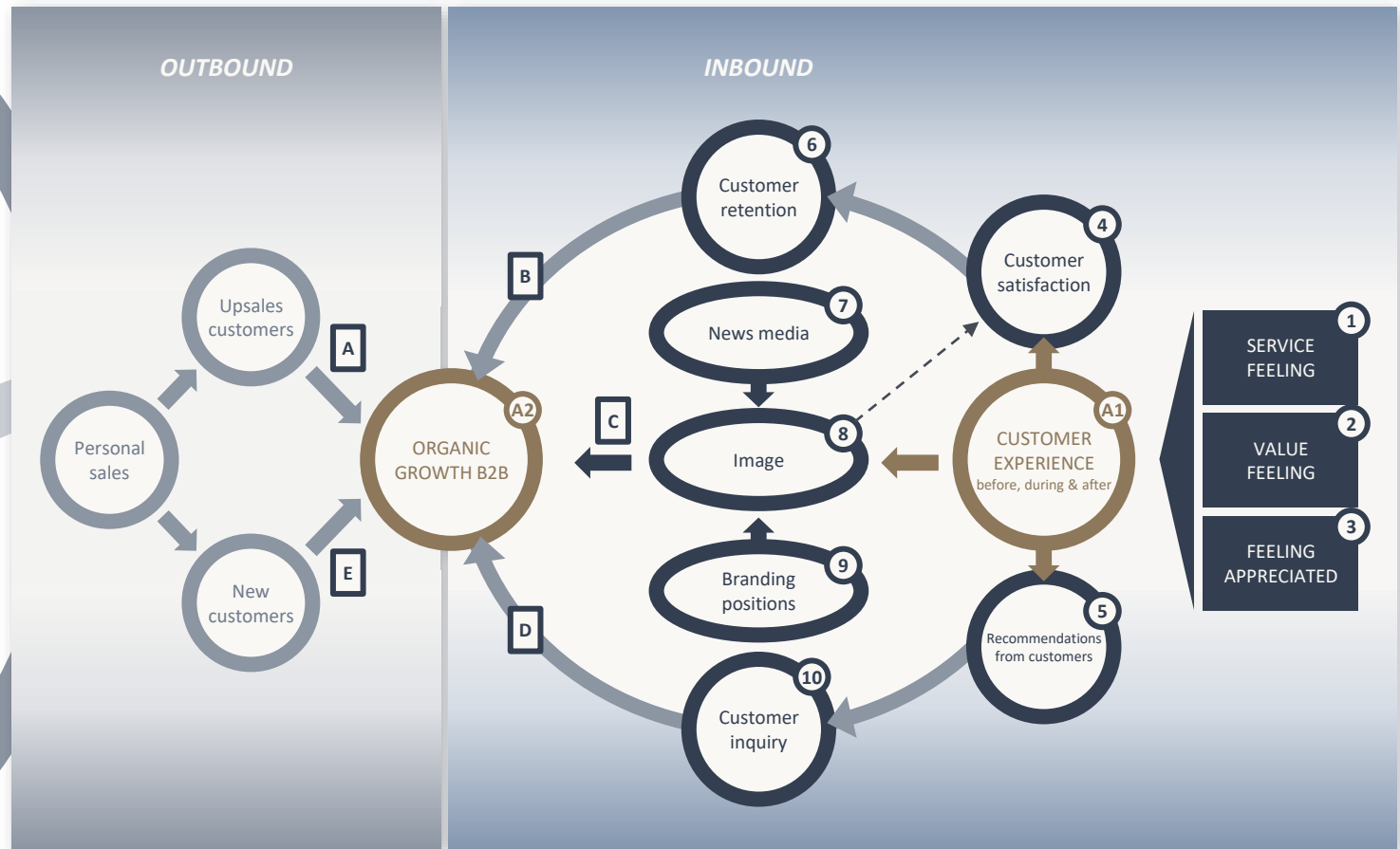
Aalund Recommendations – A small guide
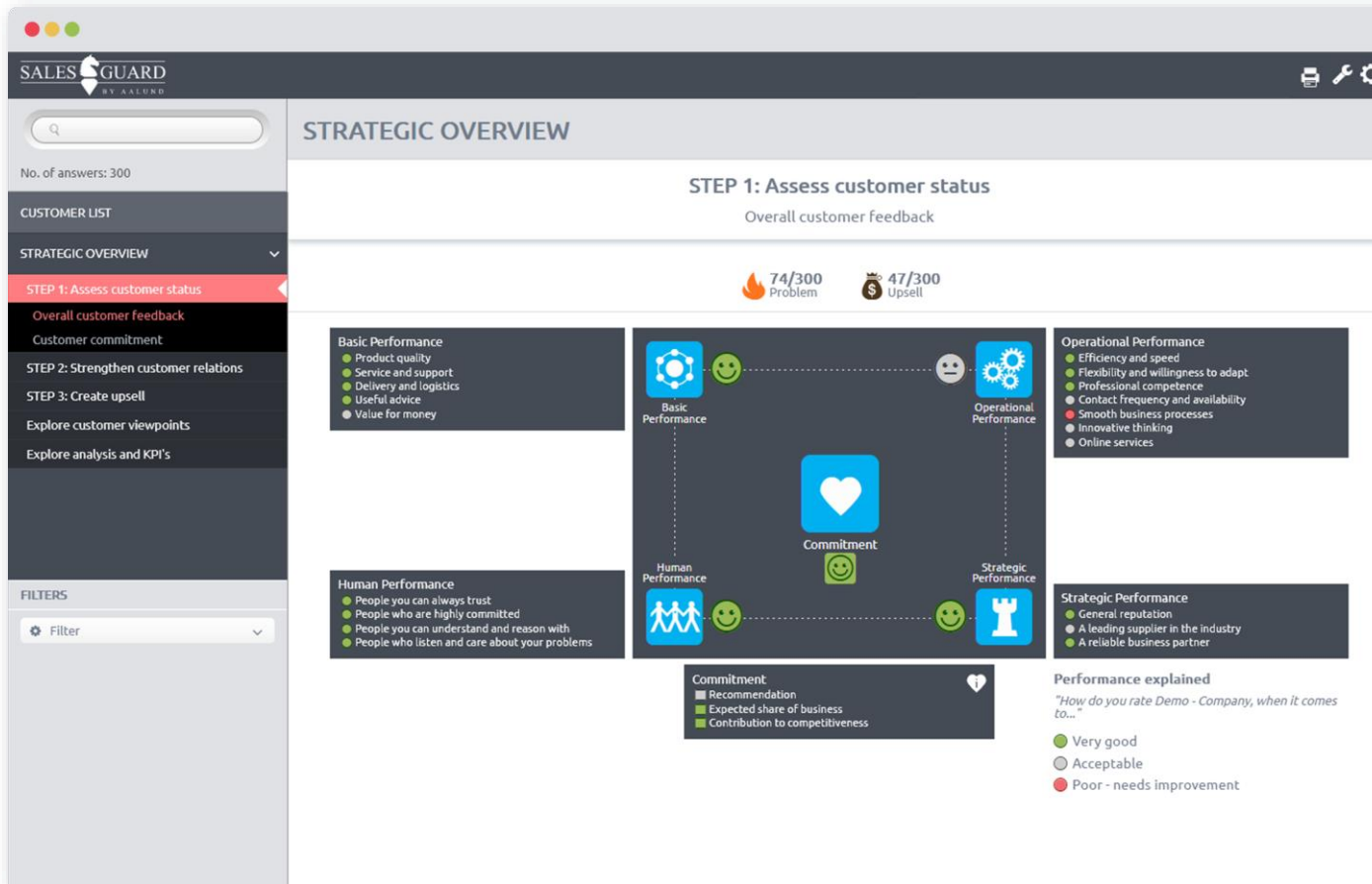
AALUND

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## Figure 1:
## Strategic Customer Management

Organic growth comes from the 5 entrances named A to E. More often than not, a B2B company's challenge may lie with **B, C, and D.**

This figure offers the **strategic overview** which the customer strategy of the company must be built from. An organisational setup needs to be created along with a distribution of managerial responsibilities, regularly repeated customer analyses, and an approved plan of action involving all circles and boxes in the figure. All this should be digitally supported in a tool available to various levels of management; including top management.
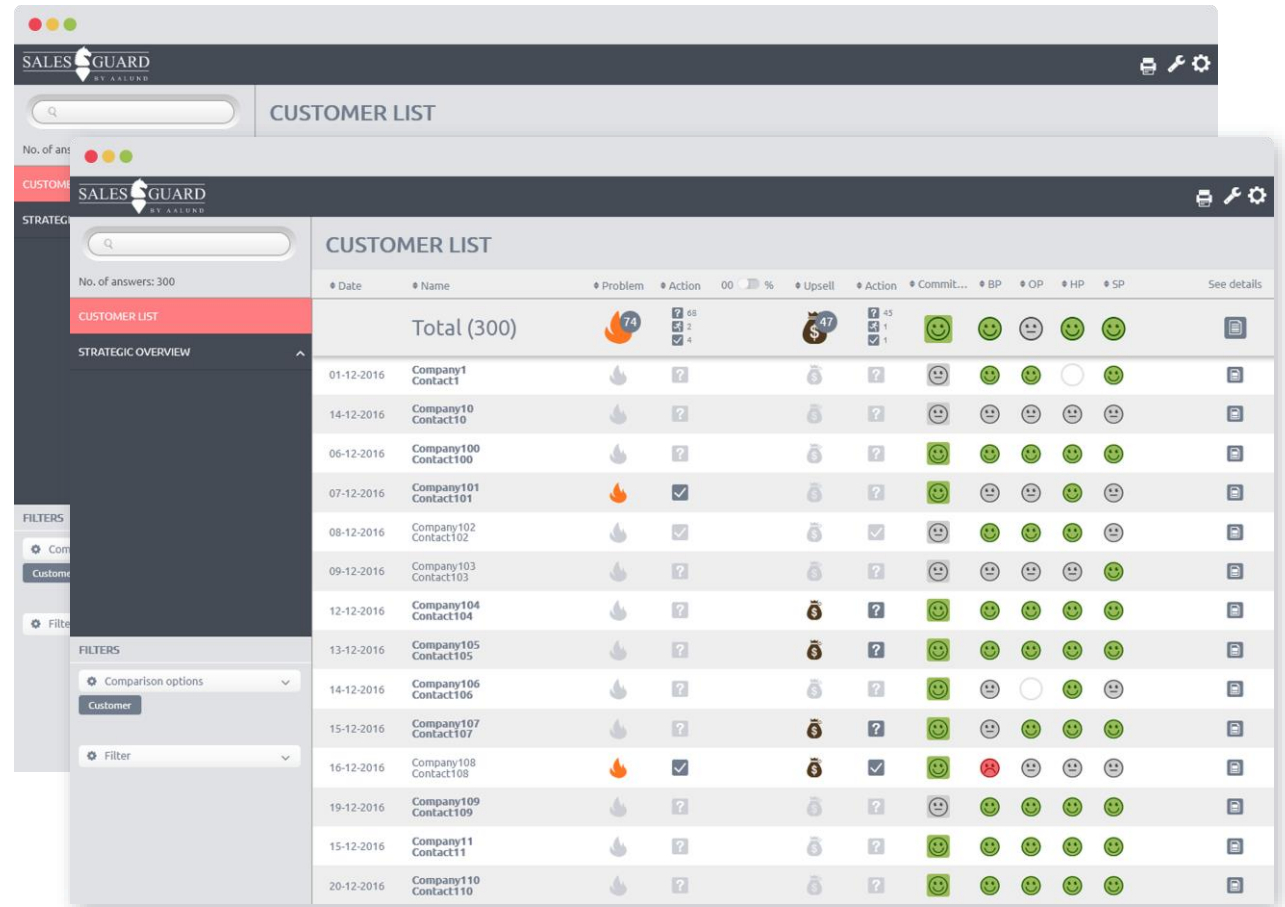


**OUTBOUND**

**INBOUND**

- Upsales customers
- Personal sales
- New customers
- A
- E
- A2 — ORGANIC GROWTH B2B
- B
- C
- D
- 6 Customer retention
- 7 News media
- 8 Image
- 9 Branding positions
- 10 Customer inquiry
- 4 Customer satisfaction
- A1 CUSTOMER EXPERIENCE before, during & after
- 5 Recommendations from customers
- 1 SERVICE FEELING
- 2 VALUE FEELING
- 3 FEELING APPRECIATED

**Figure 2:**
Digital Tool for Customer-Driven Strategic Management

A **"Customer Relation Status"** affords management a total picture of the current **"state of health"** in the B2B customer base or in a particular segment. As well as on an individual customer level.

## Figure 3:

### Provide Top Management with a Customer Tool that it Will Love to Use

Top management is often far removed from customers – physically or when it comes to insight. It continues to be the case that 20 percent of customers comprise 80 percent of turnover. That can amount to 2-300 customers worldwide. Or merely 5 out of 20 customers in a B2B company. B2B customer relations consist of many relations - and persons – within the company itself as well as with the customer. That is why it is difficult for top management to obtain an insight into the state of health of the collaboration – with just the major customers. Likewise, it can be difficult to locate the place in your own organization where things are less than optimal.

Aalund Sales Guard is a digital tool allowing top management, in only a couple of minutes, to get a complete overview and a deep insight into the relations and future with the company of an individual customer. It also lends an insight into the performance of all departments and Account Managers. Training is not necessary, and it is accessible from all locations.
For a number of years, the tool has been used by one of the largest and most profitable companies in Denmark. Today, this company has accelerated away from its competitors worldwide – and is now at the top of its industry.

**Figure 4:**

**The Value of a Unique Customer Experience**

In 2020, McKinsey calculated that **70 percent** of the customer experience is decided by the manner in which a company "treats" its customers. In other words, how customers feel treated!

At Aalund, we have completed large surveys in 2021 and 2022 (4600 business leaders) which showed that "treating its customers" can be defined as shown in the figure below. This is where B2B companies in particular should pay attention to whether the customer feels appreciated.

That feeling carries large consequences to customer satisfaction, recommendations, and image as shown by the initial figure.

**THE UNDERLYING ROOMS OF INSPIRATION**

HOW YOU FEEL TREATED

(consciously/subconsciously)

EXPECTATION LEVEL

(consciously/subconsciously)

Service experience (broadly defined)

Value for money

Feeling appreciated as a customer

Factors "away from" the product start here

1. Own time consumption
2. Speed
3. Bother
4. Complexity
5. Trust
6. Comfort
7. Personalization
8. Chemistry/friendliness
9. Smart solution