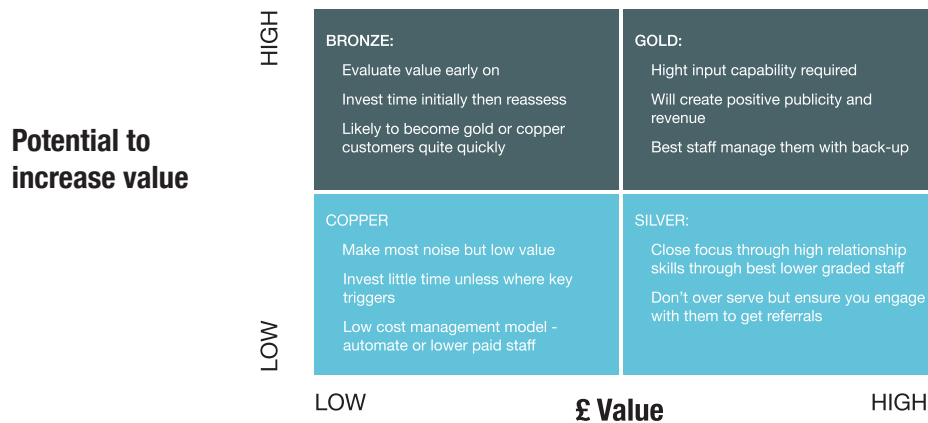


## Customer Management Grid



Ok – you’ve got lots of existing customers, but you know full well that they are not being looked after as well as they could be. You’ve missed some opportunities and you seem to be spending a lot of time with those customers who do not seem to generate much revenue.

Sounds familiar? You are not alone, when faced with this problem in a large bank, we realised we had to implement a new approach, so we developed the customer management grid.

The grid looks simple but it requires planning to implement effectively and needs your business to fully understand the profit drivers and the skills of your staff.

### Top tips when implementing the customer management grid:

1. As a team, review all your customers and rate them by their known annual financial value and, more subjectively, the potential additional value they could generate over a year.
2. Plot the customers on a similar graph or spreadsheet and assign labels (such as gold, silver, bronze, copper).
3. Assess what relationship resource you have to manage the customers and assess how many customers of the different categories each staff member can serve effectively.
4. Plan the timing of the customer transition carefully.
5. Communicate the changes very carefully and ensure all relationship staff understand how they should be engaging with their customers.