

APPLICATION QUESTIONS

1. Does your company have a problem with:
 - (a) channel costs?
 - (b) customer experience in individual channels?
 - (c) customer experience across channels (multichannel integration)?
 - (d) market coverage?
2. If the answer to any of the above is 'yes', are you clear what should be done, or do you need to apply the tools in this chapter to establish a multichannel plan?
3. Is any executive responsible for marketing, sales and service in an integrated way across multiple channels? Or do you have 'channel barons' responsible for different parts of the customer journey? If there is no single person responsible, can a multichannel governance board be set up?
4. What else might prevent you from making the changes you would like to make? Metrics? The investment case? Company culture?
5. Is logistics adequately represented at board or senior management level in your organization? How could improvements be made?
6. What coordination takes place between physical distribution management and marketing management? How can any problems be minimized?
7. How are decisions currently made concerning customer service levels?
8. How do service levels compare with competitors?
9. Can you see any way of making savings in your distribution system without reducing customer service?