

Principles underpinning a customer classification system to deliver competitive advantage

- 1. Customers are profiled on current AND potential value**
- 2. Process features objectivity/rigour in ratings**
- 3. Rep input subjectivity is minimised and restricted to case by case manual intervention at end of process**
- 4. Consistency in process and outcomes**
- 5. Refreshed and updated on an appropriate cycle (annual)**
- 6. Platform for in-field targeting activity benchmarks**
- 7. Outputs can support alternative resourcing level, deployment and structural modelling**