



# Van klantgericht naar klantgestuurd

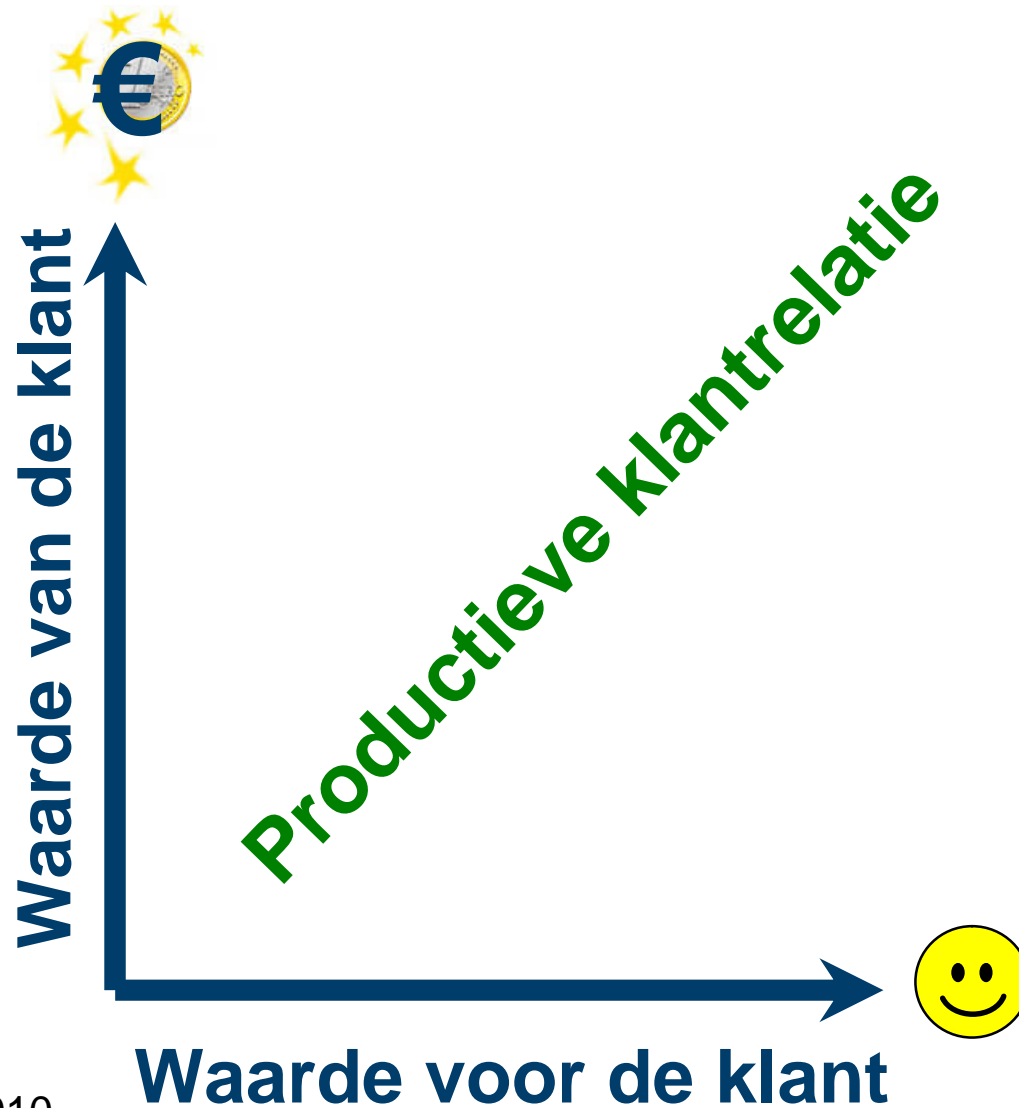
**Wil Wurtz**

**7 oktober 2010**

**Metrics & More** B.V.  
CRM Adviseurs



# Klantgericht ondernemen



# Niet alle klanten zijn gelijk...

## De een is meer waard dan de ander



# Waarde van de klant: commerciële wetmatigheid #2



# Niet alle klanten zijn gelijk...

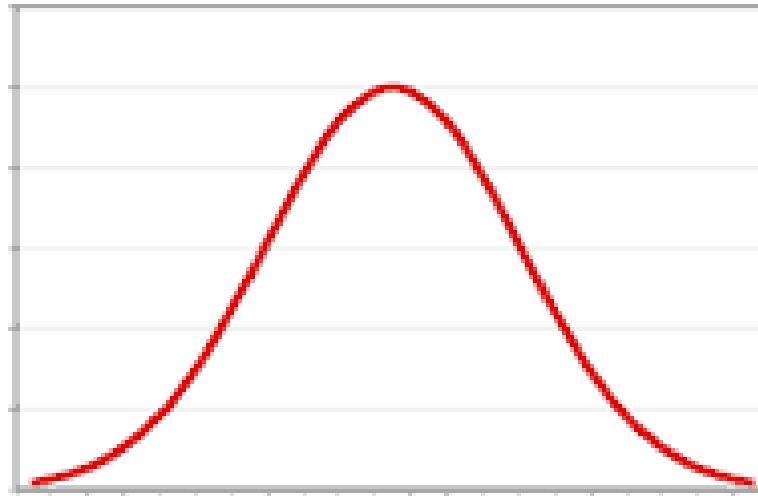
## De een waardeert u anders dan de ander



# Waarde voor de klant: commerciële wetmatigheid #1



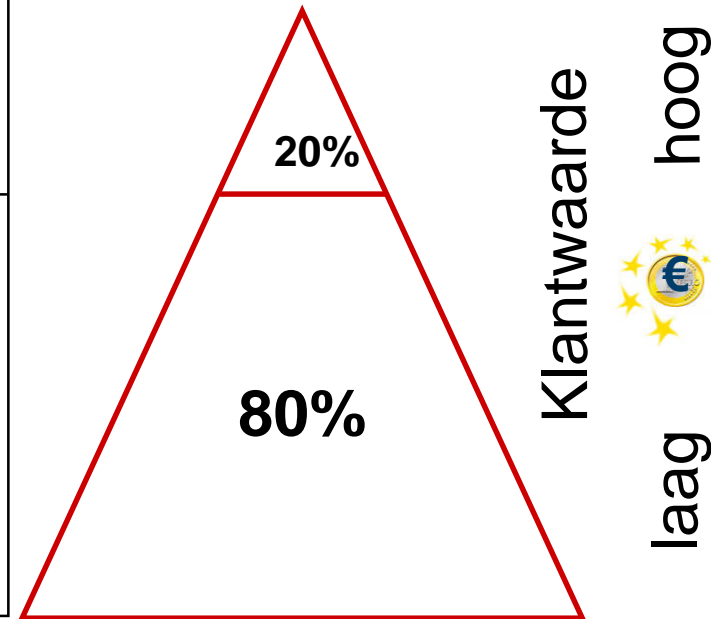
**Laag**



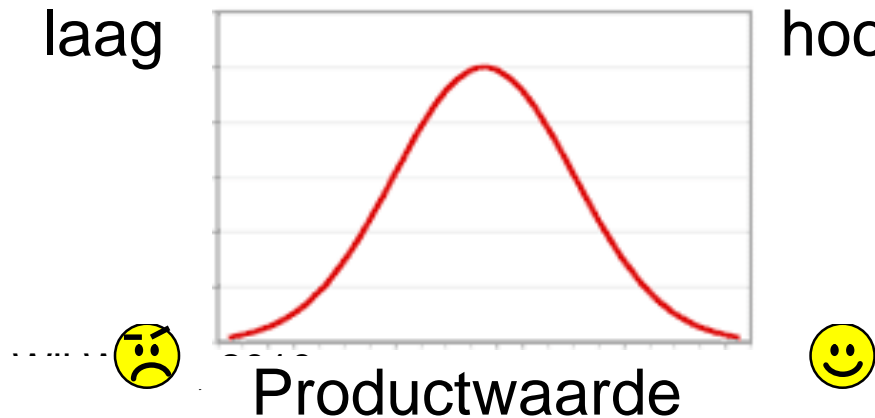
**Hoog**

# Waardesegmentatie

<i>Potentiële wegloper</i>	<i>Partner</i>
<i>Passant</i>	<i>Profiteur</i>



laag hoog



# Klantgerichte organisatie

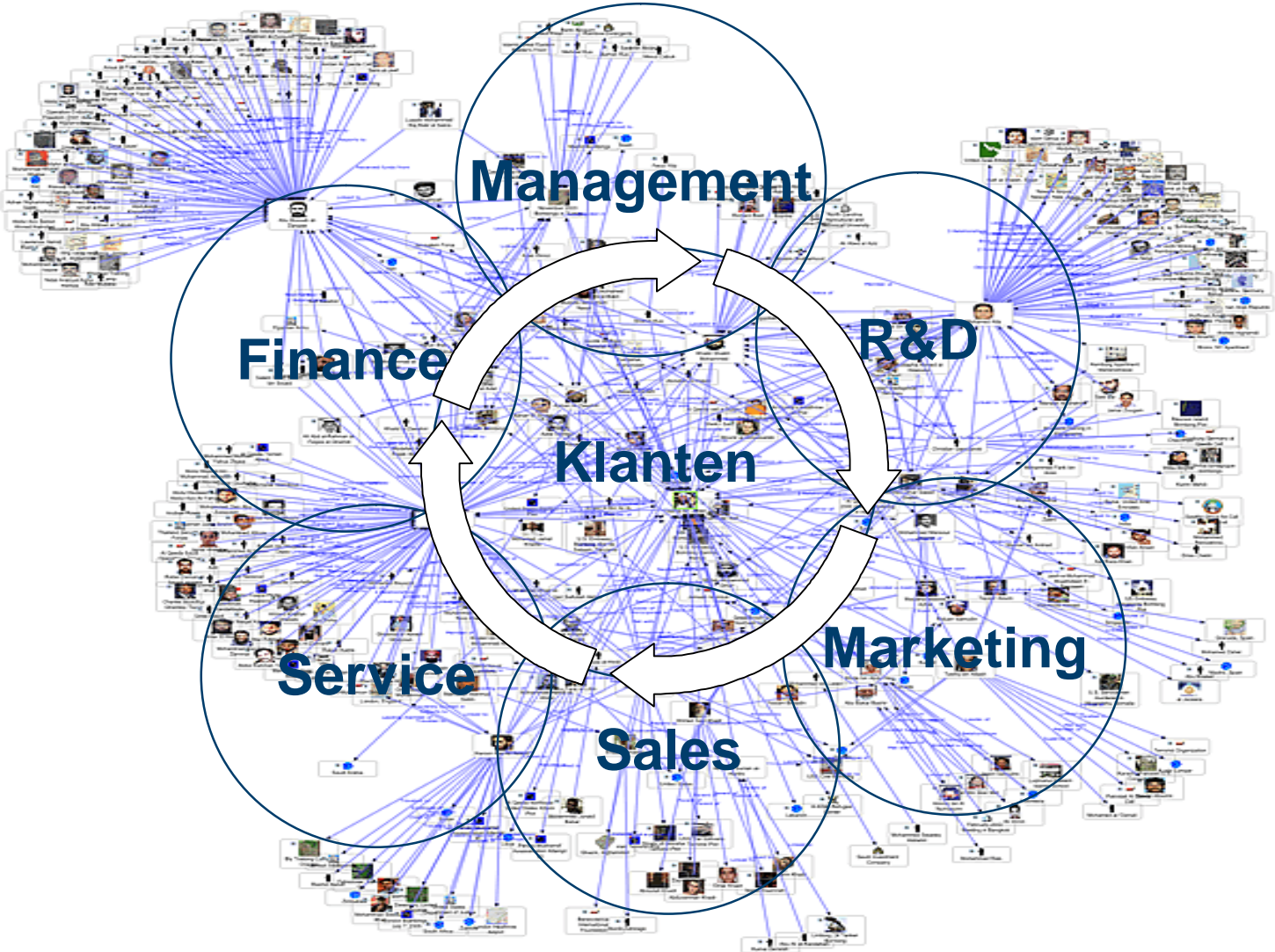


***“The purpose of a business is to create and keep a customer”***

***Peter Drucker, 1954***

***(The Practice of Management)***

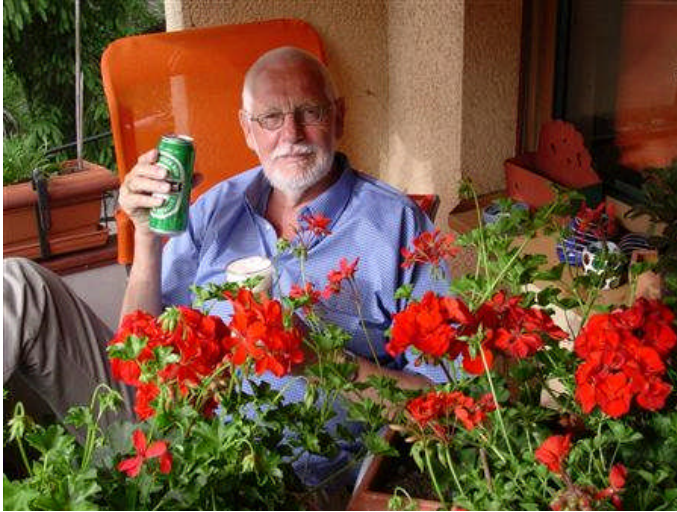
# Sociale netwerken



***“The purpose of a business is to create a customer, who create customers”***

***Shiv Singh (Razorfish), 2010***

# Klanttevredenheid?



Wil wurtz, 2010

***“Delivering Happiness to Customers”***  
***Tony Hsieh, Zappos***



# Social customer



# The Social Customer

## BuzzMachine

by Jeff Jarvis



« June 20, 2005 | Main  
 | June 22, 2005 »  
**June 21, 2005**

### Dell lies. Dell sucks

: I just got a new Dell laptop and paid a fortune for the four-year, in-home service.

The machine is a lemon and the service is a lie.

I'm having all kinds of trouble with the hardware: overheats, network doesn't work, maxes out on CPU usage. It's a lemon.

But what really irks me is that they say if they sent someone to my home -- which I paid for -- he wouldn't have the parts, so I might as well just send the machine in and lose it for 7-10 days -- plus the time going through this crap. So I have this new machine and paid for them to **FUCKING FIX IT IN MY HOUSE** and they don't and I lose it for two weeks.

DELL SUCKS. DELL LIES. Put that in your Google and smoke it, Dell.

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### Rah Rah

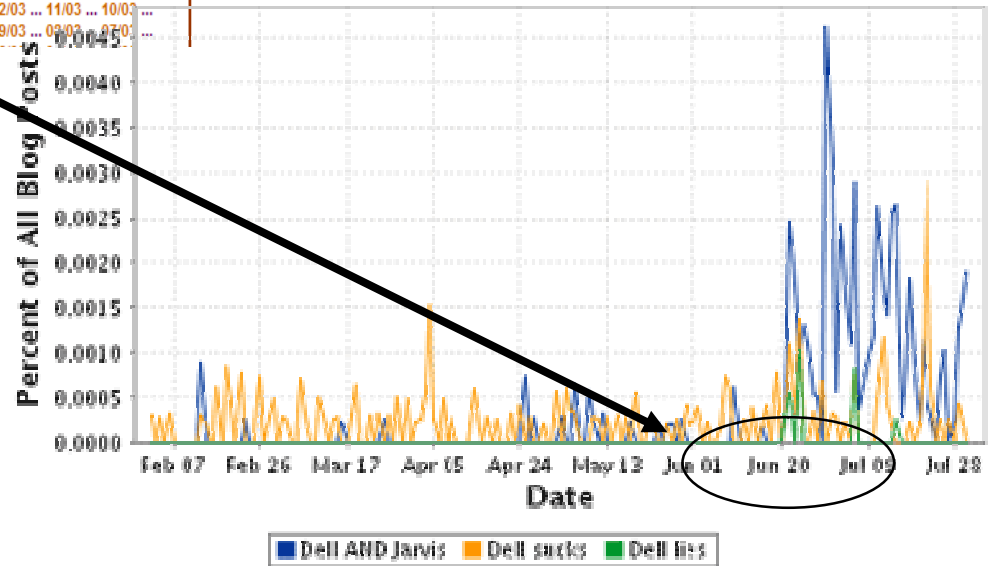
: Well, the new AOL on the web can't be totally without redeeming value. It's there

: HOME  
 : Email me  
 : About me

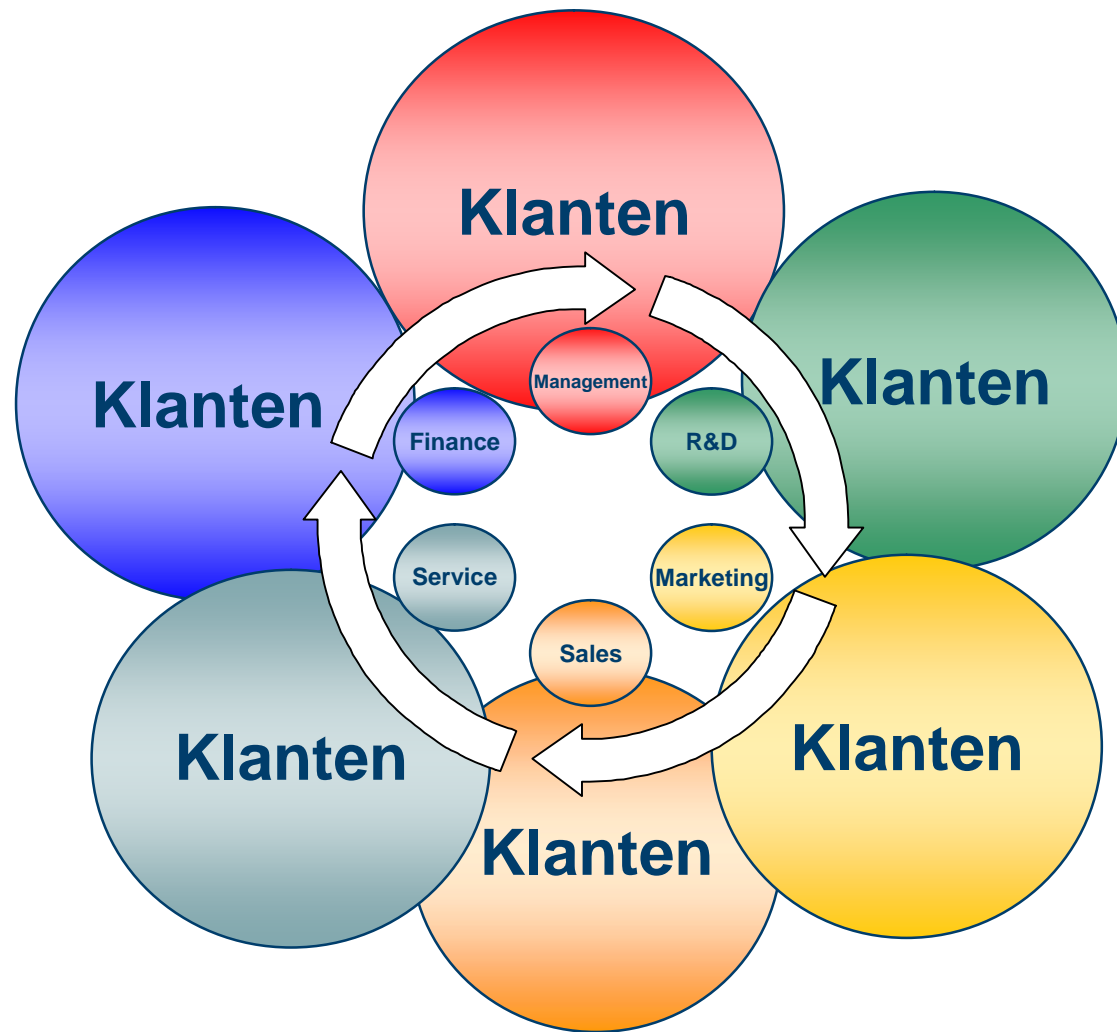
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# Klantgestuurde organisatie: prosumers



# Productontwikkeling

The screenshot displays the NikeStore website interface for the 'NIKEiD Running' section. The top navigation bar includes 'myLOCKER', 'ORDER STATUS', and 'CART'. The left sidebar contains a search bar, a 'SHOP' menu, and a 'LOGIN' button. The main content area features a 'NIKEiD Running' title, a 'FILTER PRODUCTS BY:' section with 'Gender' and 'Product Type' dropdowns, and a 'SORT BY:' section with options for 'FEATURED', 'NEWEST', 'RATING', 'PRICE HIGH-LOW', and 'PRICE LOW-HIGH'. A '36 ITEMS' indicator is visible in the top right of the product grid.

The product grid consists of eight items, each with a product name, price, star rating, and a 'CUSTOMISE WITH NIKEiD.' button. The items are:

- NikeFree 5.0 iD v4 Running Shoe (130,00 €, 5 stars)
- NikeFree 5.0 iD v4 Running Shoe (130,00 €, 5 stars)
- Nike Air Max+ 2009 iD Running Shoe (240,00 €, 5 stars)
- Nike Air Max+ 2009 iD Running Shoe (240,00 €, 5 stars)
- Nike Shox Navina+ iD Running Shoe (170,00 €, 5 stars)
- Nike Air Pegasus+ 26 iD Mesh Trail Running Shoe (165,00 €)
- Nike Air Pegasus+ 26 iD Goretex Trail Running Shoe (wide) (175,00 €)
- Nike Air Pegasus+ 26 iD Goretex Trail Running Shoe (wide) (175,00 €)

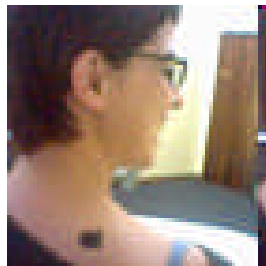
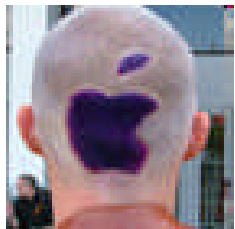
A central tooltip is visible over the second 'NikeFree 5.0 iD v4 Running Shoe' product, containing the text: 'CUSTOMISE WITH NIKEiD. Creates your look by choosing colours, materials and technology'.

Wil Wurtz, 2010


# Marketing en sales



intuit.






# Service

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W... .., ...

# Social CRM

& LISTEN to the customer



& LEARN to have conversations



& LEVERAGE customer relations



# Social customer -> social colleague



Wil Wurtz, 2010