

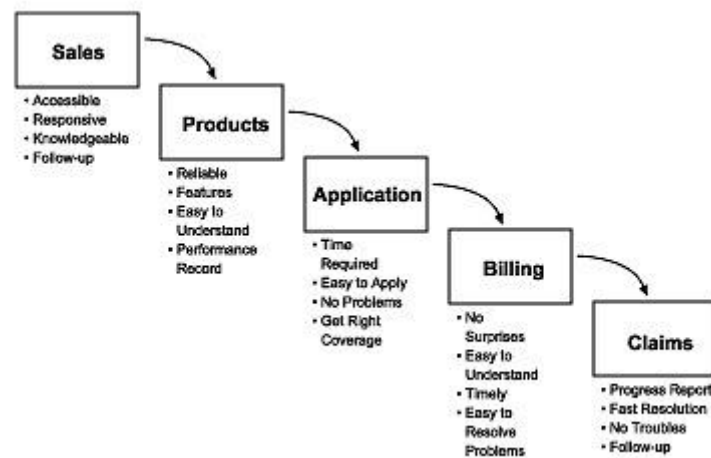
Tools of Customer Value Management

Free Factsheet Series

Customer Waterfall of Needs™

The Waterfall of Needs is another way of looking at the business processes that together make up customers' experience of a company. The Waterfall establishes the sequencing and interconnection of key business processes and summarizes for each the three or four things that are most important to customers.

From the book, "I like depicting this interconnection as a waterfall, because it emphasizes that what happens in an upstream process impacts the downstream processes. Here is a Waterfall of Needs I created for an insurance company."



"I use the Waterfall of Needs for two primary purposes:

- As a brainstorming tool when a company is first starting to think about customer value management. It's a good way of shifting people's mindsets to think about business processes from a customer perspective.
- As a way of presenting what we've learned about how our processes impact customers' perception of value back to decision makers. This format forces you to think about the downstream impact of upstream processes."