



# Getting Started: Why you Need a Customer Access Strategy

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- **Workshop must be interactive**
- **Back to basics**
- **What is a Customer Access Strategy**
- **What are the benefits of having a Strategy**
- **Components to include in your Strategy**
- **The ongoing evolution of your Strategy**

- **Work-shop**  
*“exchange of ideas and the demonstration of techniques”.*



- **Does your organisation have a clear view of its future direction?**
- **Do you know what the organisation expects of you?**
- **Is it documented?**
- **Is it endorsed by the right people?**
- **Has it been socialised?**



# What is A Customer Access Strategy?

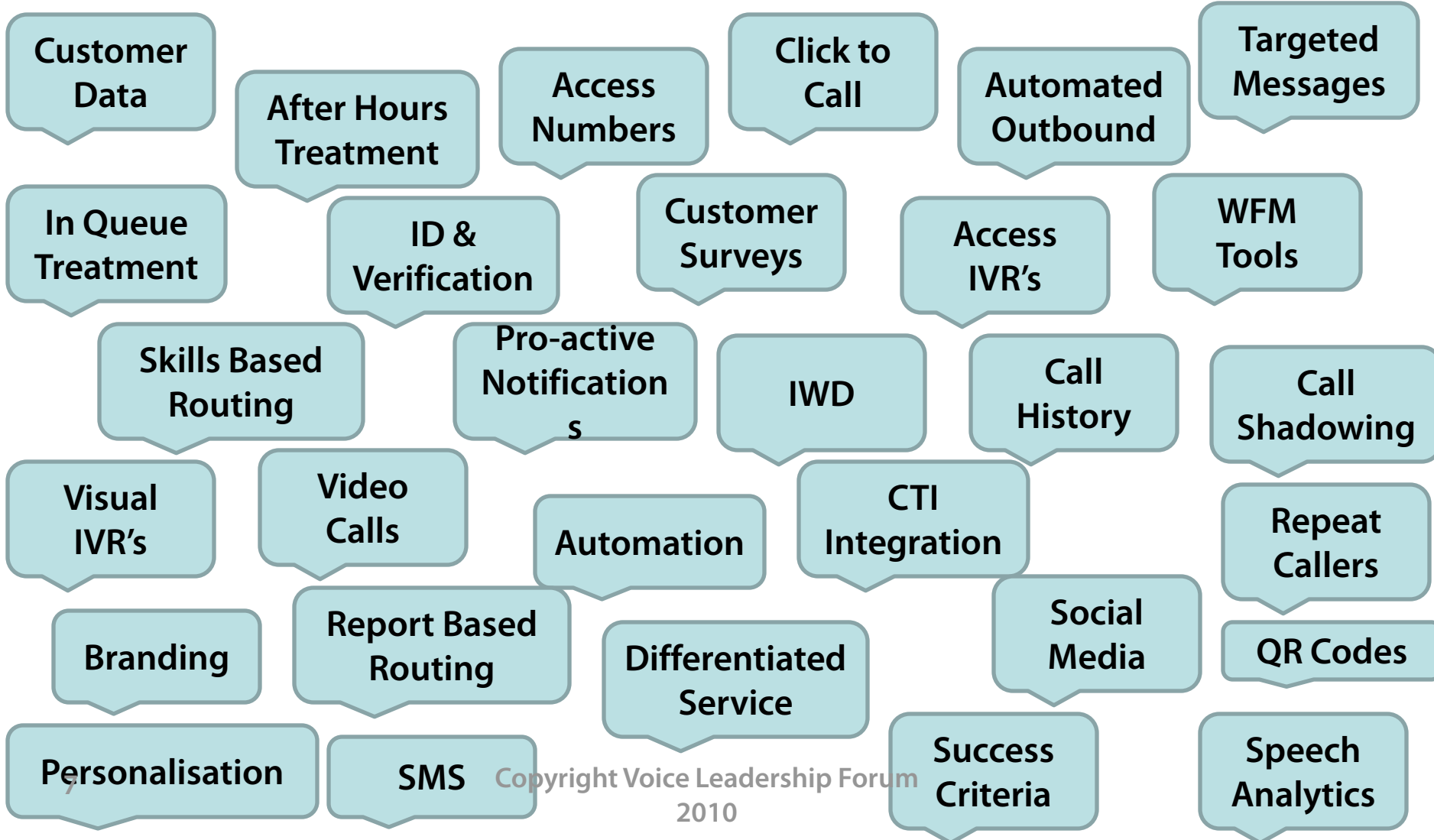
- **Your current or future foray into Speech is an incredible enabler for your whole business, you need an agreed roadmap that will allow you to maximise its potential.**
- **An Access strategy is that roadmap.**
- **It is a customer centric blueprint which outlines your organisations future direction, expectations & deliverables in your access environment.**



- **Builds a common understanding.**
- **Helps set priorities.**
- **Provides focus & clarity during change.**
- **Articulates the 'big picture'.**
- **Keeps the customer at the centre of decision making.**
- **A forecasting tool.**

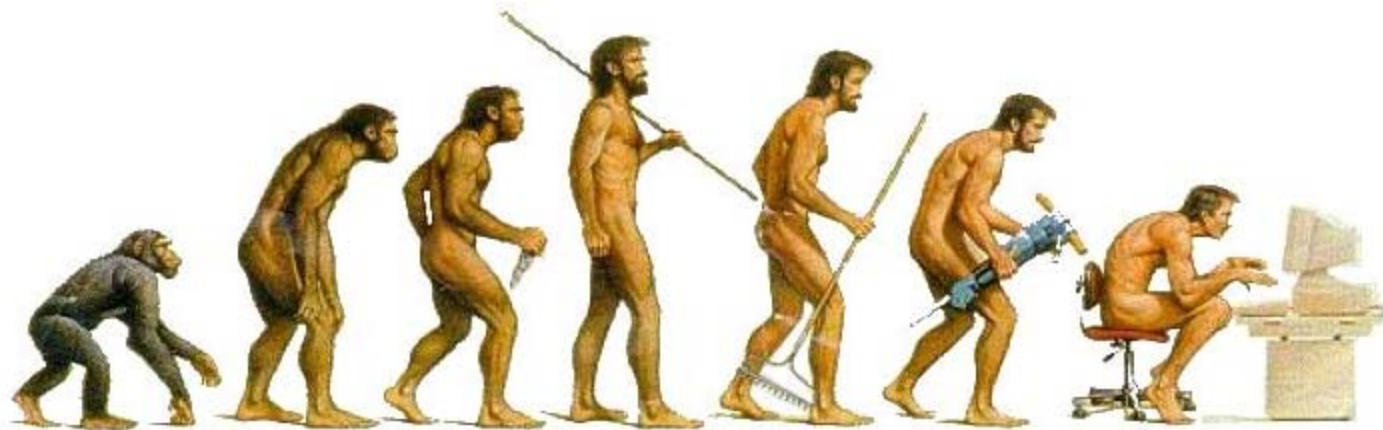


# Components of the Customer Access Strategy.



# Evolution of your Strategy

- **Your Strategy must be a living document.**
- **Customers change, organisations change, your strategy must be able evolve with them.**





# Customer Access Strategy

[www.voiceleadershipforum.org](http://www.voiceleadershipforum.org)

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**Questions.....**