

Féidearthachtaí as Cuimse
Infinite Possibilities

Customer Relationships and Channels of Distribution

Lecture 5

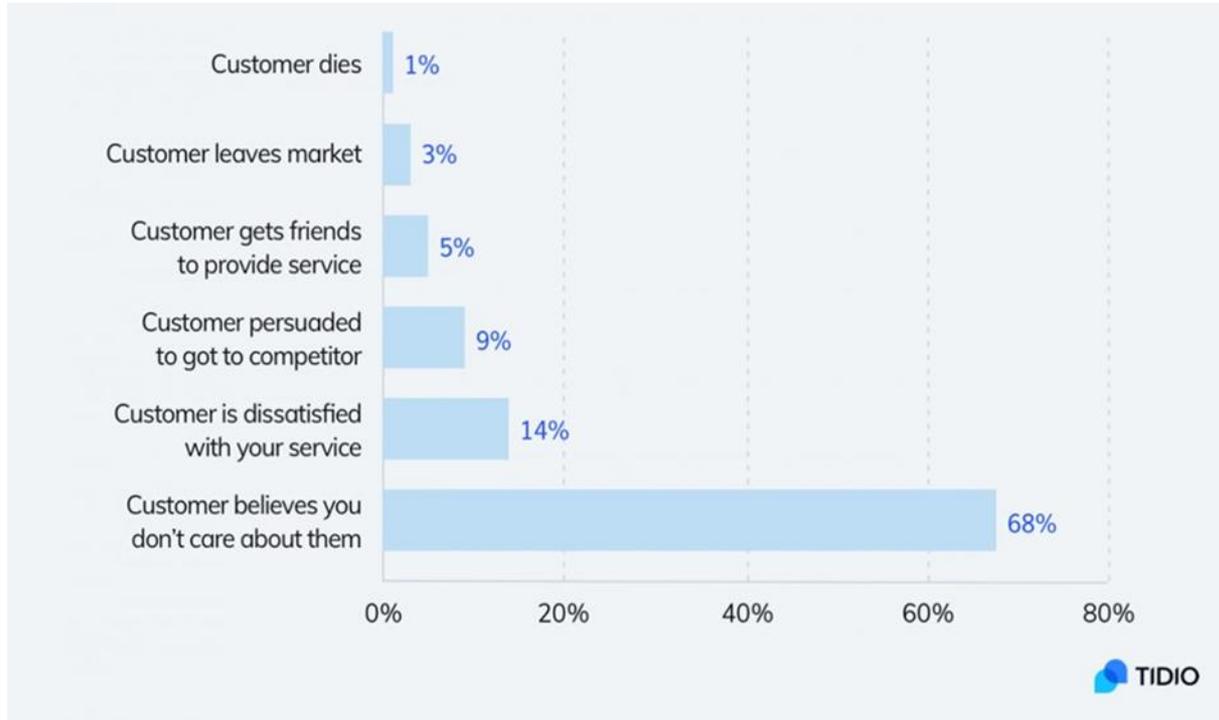
Table of Contents (1 of 2)

- Learning Objectives.
- Why do customers leave?
- Types of customers.
- Key questions about potential customers.
- Key questions for existing customers.
- Questions about customer relationships.
- Types of customer relationships.
- Customer relationships on Validate.
- Get, Keep and Grow.

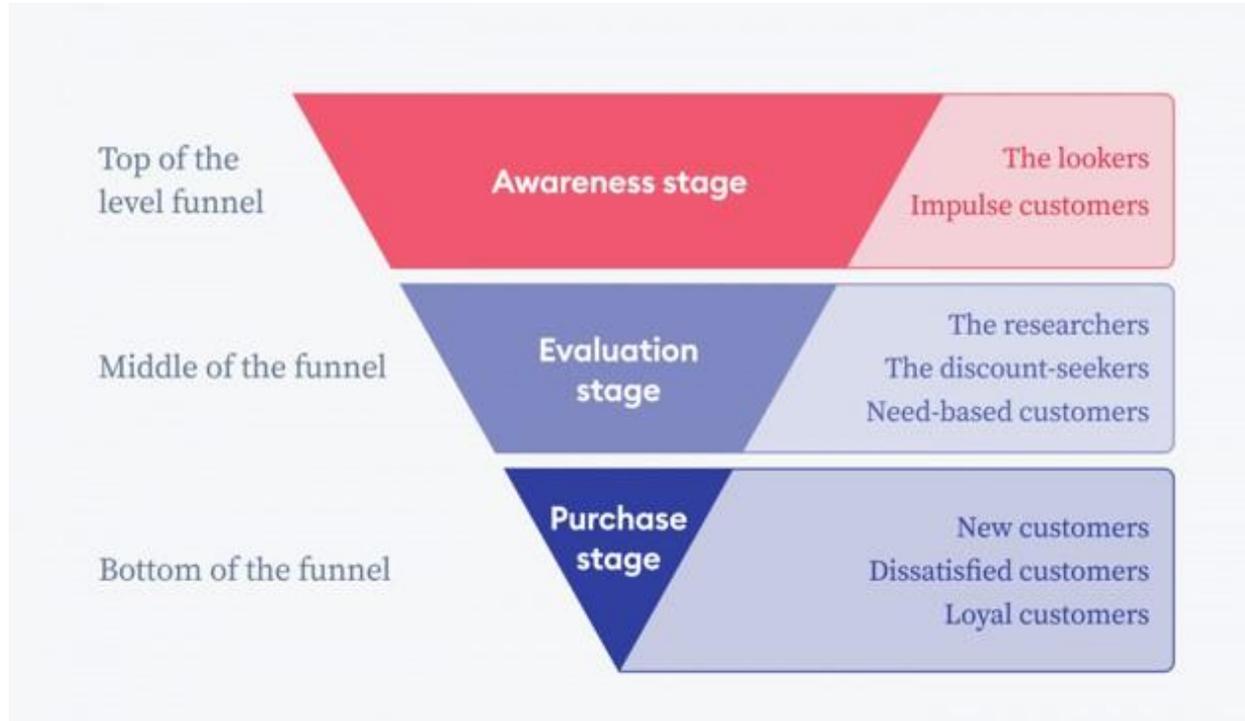
Table of Contents (2 of 2)

- [Channels – Getting your product to market.](#)
- [Channel phases.](#)
- [Channels of distribution.](#)
- [Factors determining the choice of channel.](#)
- [Selection criteria.](#)
- [Video Explainer – Distribution Channels.](#)
- [Key takeaways.](#)

Why Do Customers Leave?



Types of Customers



Key Questions About Potential Customers

- Who are they?
- What do they do?
- Why are they buying?
- When are they buying?
- What's the purchasing medium?
- What's their budget?
- What makes them feel good?
- What do they expect?
- How does this customer segment prefer to interact? In person, remotely, or via assistive technology?
- What accessibility or communication adjustments will improve their experience?

Key Questions For Existing Customers

- What can my company do to serve your needs better?
- How satisfied are you with our products/services?
- What value do we provide?
- What are your biggest challenges?
- Why did you choose us over the competition?

Questions About Customer Relationships

- What type of relationship does each customer segment expect to have?
- Which ones have been established?
- How costly are they? (Not all customers are worth having!)
- How are they integrated with the rest of the business?

Types of Customer Relationships

- **Personal assistance** –ShopMobility Belfast offers in-person support for customers with mobility impairments when visiting shopping centres.
- **Dedicated personal assistance** – Irish Wheelchair Association’s Assisted Travel Service provides one-to-one travel help for customers using public transport.
- **Self-service** –Specsavers ROI provides online booking and at-home try-on options with accessible web design.
- **Automated services** – AIB Talking ATMs allow visually impaired customers to complete transactions independently.
- **Communities** – Disability NI Business Network connects disabled entrepreneurs and customers online.
- **Co-creation** – Mobility Genie in Kerry works with wheelchair users to design new assistive products.

Customer Relationships on Validate

GET

- How will you get new customers?

KEEP

- How will you keep them so they keep returning to buy from you?

GROW

- How will you encourage these same customers to spend more money with you?

REFERRALS

- How will you encourage your customers to refer your business?

Get, Keep, Grow - Examples

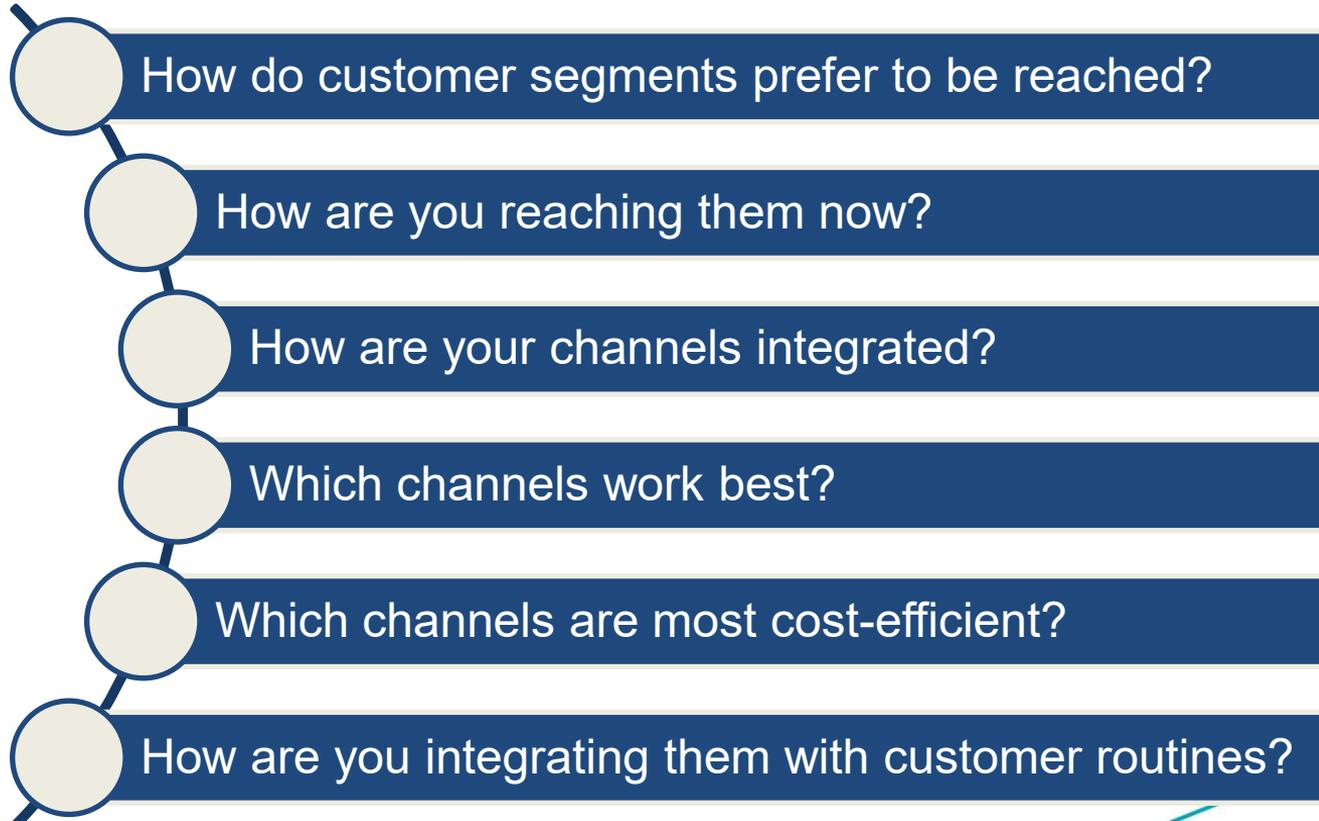
- **Get** – Use targeted outreach in disability-focused media (e.g., Able Magazine Ireland).
- **Keep** – Provide loyalty schemes with flexible reward redemption methods for customers with mobility or sensory impairments.
- **Grow** – Offer accessible training or user guides for products, increasing adoption among disabled customers.

Video Explainer – Customer Relationships

<https://youtu.be/YfCgLV9bGo8?si=mGFN8j36gCOZV6rp>

Channels of Distribution

Channels – Getting Your Product to Market

- 
- How do customer segments prefer to be reached?
 - How are you reaching them now?
 - How are your channels integrated?
 - Which channels work best?
 - Which channels are most cost-efficient?
 - How are you integrating them with customer routines?

Channel Phases



Channels of Distribution

- **Retailer** – Sells goods directly to final consumers.
- **Direct sales** – Producer sells directly to customers.
- **Channel partners** – Intermediaries helping move products to market.
- **Wholesaler** – Buys in bulk, sells to retailers.
- **Dual distribution** – Uses multiple distribution channels simultaneously.
- **Exclusive distribution** – A Single outlet in a territory sells the product.
- **Selective distribution** – Limited outlets chosen to sell the product.
- **Intensive distribution** – Product stocked in many outlets.

Channels of Distribution - Examples

- **Direct sales** –Green Angel Skincare in Dublin offers home delivery with accessible packaging for customers with arthritis.
- **Retailer** – Boots NI provides induction loops for hearing-aid users at pharmacy counters.
- **Channel partners** –Fáilte Ireland partners with accessible tour operators to reach disabled travellers.
- **Online channels** – AbleTable.ie lets customers with disabilities book restaurants verified for accessibility.

Factors Determining the Choice of Channel

Product Related Factors

- Nature of Product.
- Perishability.
- Unit value of the product.
- Product complexity.

Company Related Factors

- Finance available.
- Core competency.
- Degree of control.

Competitive Factors

- Competitor's Channel of Distribution.
- Distribution policy.
- Market size.

Market Related Factors

- Geographic concentration
- Quantity purchased.

Environment Factors

- Legal environment.
- Economic conditions.

Selection Criteria

- Credit and financial condition.
- Sales strength.
- Product lines.
- Reputation.
- Market coverage.
- Sales performance.
- Management ability.
- Company size.
- Accessibility compliance of outlets.
- Availability of accessible transport to the location.
- Digital accessibility of online sales channels.

Video Explainer – Channels of Distribution

https://youtu.be/O3Ar_HU058c?si=EZH2zgKh12CzCb5r

