



The Multichannel Challenge

Hugh Wilson, Rod Street, Lindsay Bruce

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While innovation in products and services continues apace, today's competitive strategy is equally based on innovation in the route to market. Tesco.com, Direct Line, First Direct and easyJet are just a few examples of innovative channel strategies as a key component of the value proposition. We find ourselves in a multi-channel world.

This book is drawn from the experience of major companies such as IBM, First Direct, Taylor Woodrow and BT. Lessons are explained clearly: be Multi not multiple; channels as weapons; think combinations; design from the top, but think people and measure it. The key concepts are backed by carefully tested practical advice from making organisational change to understanding channel metrics. Based on work from Cranfield's world leading Customer Management Forum, this is the essential practical guide for senior management in key areas like marketing, sales, customer services and strategy.

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