

How does your corporate culture align with your customers?
How authentic is the organisation?
How is transparency understood and monitored?



The ability to shop at any time and from anywhere, has shifted the power from retailers to consumers. Technology has created convenience for consumers. Has your organisation changed gears?

Has your organisation developed personas?
When did your organisation last gather insights from your customers?

This final element of the 10Cs brings together the way online buying and browsing can deliver greater insight and measurability. You can see:

What's working
What's not working
What works well

Through web analytics' tools like Google Analytics, marketers can now better measure their marketing, as well as testing new ideas to see which generates greater interaction and / or conversion.

Consistency involves delivering same service regardless of channel. So whether you buy in-store, online or over the telephone, the same standards and levels of service should be applied.