

# Many Suppliers Measure the Satisfaction of Their Employees, Shareholders and Consumers...

Yet, customer engagement is a critical differentiator and driver of growth is often overlooked:



- ✓ Customers are a critical part of your route to market.
- ✓ They are an extension of your business model.
- ✓ Their engagement in your business is critical to your success.
- ✓ Well-executed customer engagement is a key growth driver.
- ✓ Engaged customers create opportunities and are more enjoyable to work with.