

How do you, as an employee, interact or engage with customers?

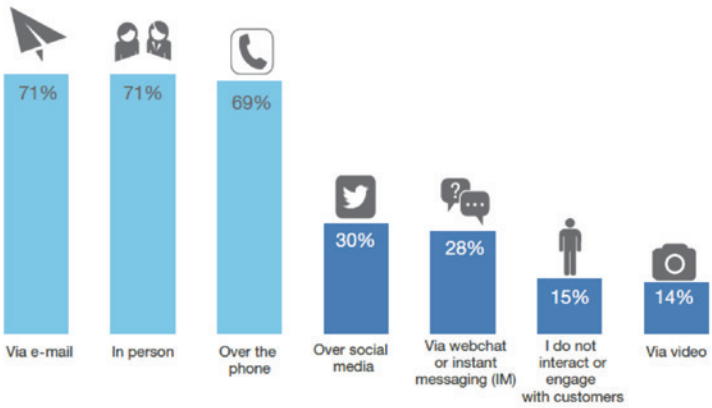


Figure 1: Traditional communication channels dominate employee-customer interactions.

What do you talk to customers about?

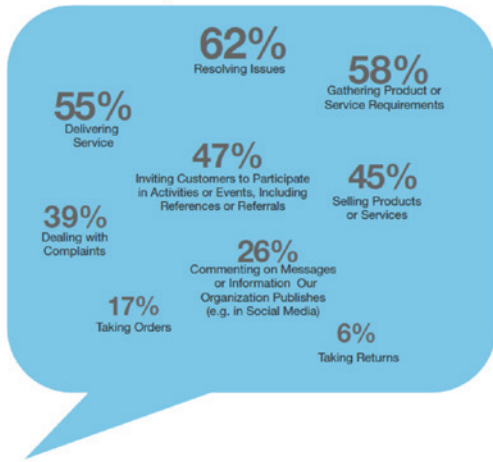


Figure 2: Employee-customer communications focus on resolving issues, not sharing insight.

What information resources do employees at your organization use when making a decision that affects customers?

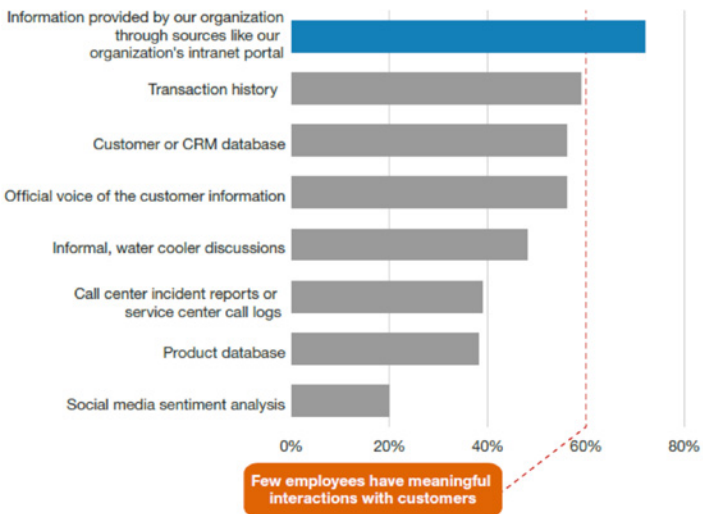


Figure 3: To make customer decisions, employees rely on the information companies give them.