









### 1. Immediate Response

- i. Establishment of criteria for ‘immediacy’.
- ii. Implementing ‘immediacy’ team.
- iii. Management reporting.

### 13. Responding with Account Strategies

The six steps for implementing Account Strategies:

- i. Record account-specific results
- ii. Involve senior management in customer experience.
- iii. Prepare for customer review meeting
- iv. Engage customer in meeting
- v. Inform the organization and respond resourcefully.
- vi. Continue the process

### References:

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