

The 4 Characteristics of High Impact Customers (HIC)

Demanding



These customers are unique & have high expectations

Distinguished



The experience must feel special to this segment for them to continue

Dedicated



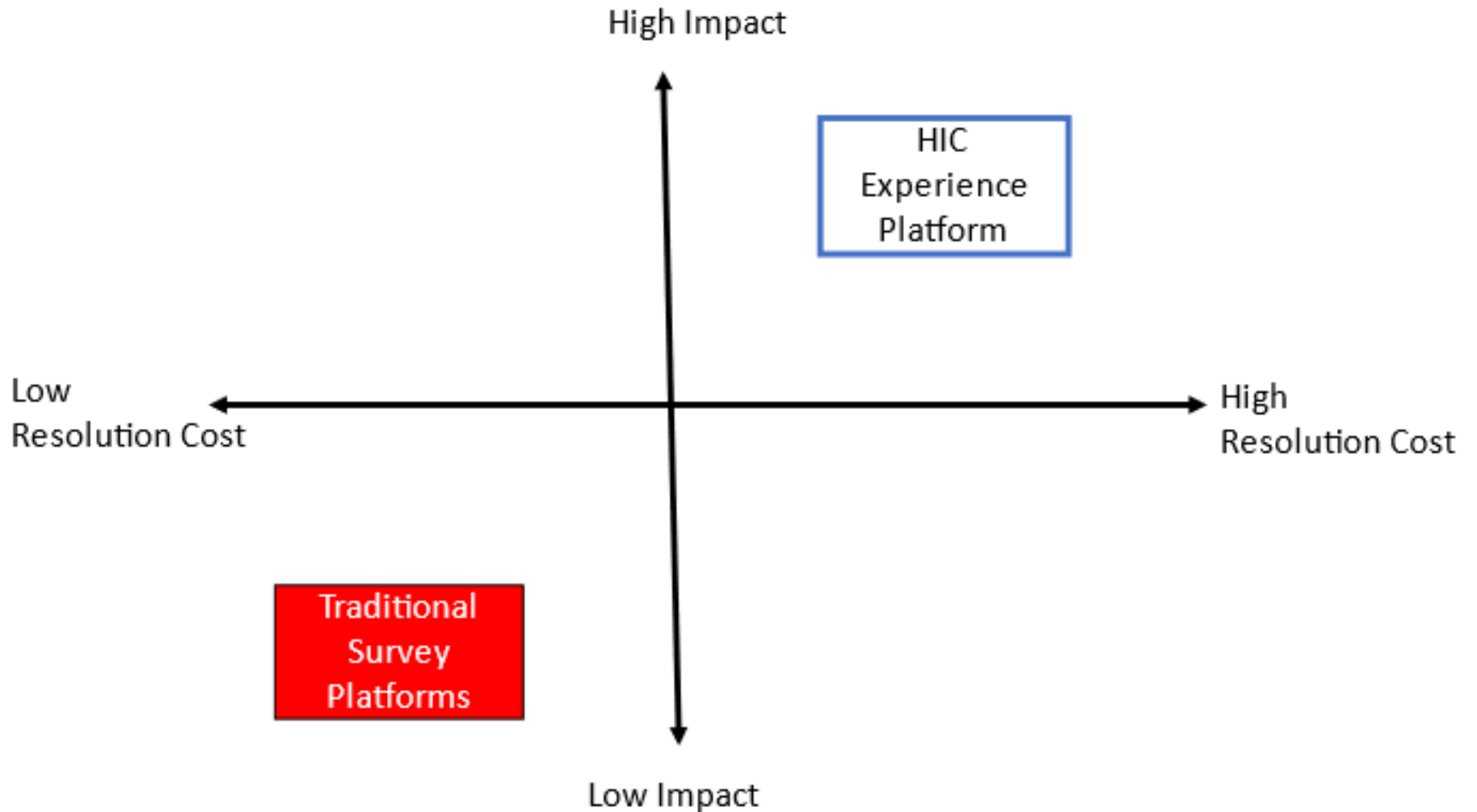
HIC requires a great team that's available whenever they need them

Delivered



The experience needs to be personalized & fast

The Different Delivery Approach to High Impact Customers:





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