

Do you have the capability and capacity you need in your distribution channels?

Do you have the right partners?

Does it cost too much to acquire new customers?

How can I increase the lifetime value of my customers?

Is my segmentation up to date?

What really is of value to my customers?

Is the process I use to set up and maintain my routes to market effective and efficient?

If you need help with any or all of these questions, then you probably need to talk to the experts at rationalchoice, as the future value of your business depends on how well you engineer your routes to market.

The rationalchoice Approach

There are six elements to the rationalchoice approach, each of which is interconnected with each other, as a change in one element may have an effect on any or all other elements:

Our approach allows you to enter the process at any point, according to your immediate need, while ensuring that all the components required for a rigorous execution of routes to market may be addressed. Further, the approach is cyclical and continuous, allowing you to develop and react according to the rates of change in markets, customer needs, competitors and offers.

In each step, processes, tools, data and methods are used, which allow:

- Repeatability
- Scalability
- Evaluation and learning
- User development and autonomy
- Collaboration

Our approach is fast; we get you and your team to do as much of the work as you can, so that you learn and adopt the tools and processes as soon as possible. Our process ensures that evidence is obtained and used to validate all important decisions, so that decisions and plans are based on evidence, not guesswork.

Our philosophy

Value is determined by continually getting the right offers, to the right customers, at the right time, via the right route. Given the rate of change in markets, competitors, technologies, products, services, channels of distribution and customer needs, this is a complex problem, which cannot be solved effectively or efficiently through intuition, guesswork, trial and error, anecdote or assertion.

The number of different variables in routes to market requires a rigorous, analytic approach, with plans based on evidence which is up to date.

The opportunity cost, especially to start up and early stage organisations of selecting the wrong opportunities can be very large indeed, even when the opportunities have seemingly similar revenue and profit potential. Differences in the referenceability, repeatability and scalability of different opportunities, be they markets, customers or offers, can incur significant opportunity costs.

Further complexity is added, as falling switching costs, in terms of the time, money and effort needed to find alternative products, services and suppliers, make it easier and easier for customers, be they business to business customers or business to consumer customers, to switch to competitors, if not allowed to buy what, when, where and how she or he wishes.

Thus organisations need to engineer their routes to market as rigorously as they engineer their products, services and systems, ie how customers are segmented, targeted and fulfilled needs to be an engineered process, which is robust, repeatable, scalable, flexible and fast.

Tools, processes and methods are important components of a well engineered process, as is the continual evaluation and improvement of the process itself.

Tools are frameworks which allow knowledge to be shared; the tool represents what we know and understand and contains data, which can be changed. Tools can also be changed, as our understanding changes.

The use of tools which contain data means that plans and decisions can be based on evidence, rather than guesswork. The data must be current, to ensure that resources are allocated effectively, and tools make it easy for the old data to be replaced with current data, according to the rate of change in customers' needs.

rationalchoice – your bridge to market