**IW Customer Relationship Management Plan**

[Add lines as necessary and delete these instructions before submission.]

**Synopsis of the Current Customer Management Problems:**

**SMART Goals Addressing the Problems:**

**Alignment of Mission to Market/Branding:**

**Outline of Training of Staff:**

**Awareness of Brand Created:**

**Opportunity to Test brand:**

**Customer Touch Points and How Addressed:**

**Promotion of IW to Create Brand Loyalty:**

**Creating Value for Customers (from their point of view):**

**Follow-up and Summary of your Customer Relationship Management Plan:**