

CASE STUDY



Go!

NFI: KickStarting a Customer Advisory Board



NFI is a fully integrated supply chain solutions provider, with a dynamic services offering that spans logistics, transportation, and distribution. A family-run business for more than 75 years, NFI's customers include many top brands. NFI teamed up with KickStart Alliance to architect and facilitate a world-class Customer Advisory Board program.

SITUATION

With a long-history of customer success, the last thing NFI wanted was to rest on its laurels. With the economy awakening from recession, NFI's customer base has been rethinking their supply chain options. NFI knew that its continued success would be tied to a solid understanding of the customers' evolving supply chain needs. But how could NFI best tap into this vast customer knowledge base? The answer was to form a Customer Advisory Board (CAB).

KickStart Alliance worked with NFI to design and facilitate a CAB program. Its goal: to provide an opportunity where NFI's most strategic customers could share insight and perspectives on market trends and business drivers and thereby influence NFI's business, services/solutions, and activities.

THE KICKSTART APPROACH

KickStart provided a roadmap for success that began with a **CAB program designed specifically for NFI**. KickStart provided leadership, guidance, tools, and templates to help the NFI team leaders prepare for this important program, as well as the company's inaugural CAB meeting. KickStart immersed itself in the supply chain industry and NFI's business, thereby helping NFI to structure content for the CAB discussions that would ensure relevant, timely, and rich customer interaction.

SUCCESS!

NFI's CAB program was a huge success. Customers praised NFI for its leadership in bringing executives together to learn and share best practices that are shaping their industry.

"Our CAB program is one of our strategic initiatives. We couldn't leave it to chance, and we needed guidance from an expert. Mike Gospe did a terrific job leading and facilitating our customer advisory board session and ensuring that the content was top quality. We were proud to have him as our leader."

– Janet Flores, NFI Senior VP of Sales

KickStart Alliance is a sales and marketing leadership team. Mike Gospe, author, business executive and professional facilitator, leads KickStart's CAB practice. His role-up-his-sleeves approach to CABs has been used by hi-tech, medical, pharmaceutical, and logistics companies for the past decade. For more information, including CAB best practices, please contact Mike at mikeg@kickstartall.com. You can find many of his CAB tips on his [blog](#).