





## Module III Business

Business model  
creation  
Course

**Topic 2**  
**Basic Business model aspects –**  
**The business model canvas**

**Lesson 6: Communication  
channels**



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# IN THIS LESSON, WE WILL LEARN...



The meaning and the importance of  
creating communication channels



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# 1. What are the communication channels?

Communication Channels are points of contact with customers that play an important role to the customer experience.





### 3. Types of communication channels

There are five main channel phases, i.e. awareness, purchase, delivery and after sales which can be differentiated depending on the channel type.



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# 3. Functions of communication channels

Make the products and services of the company known

Help customers evaluate the value proposition

Enable customers to produce products and business services

Deliver the suggested value to the customers

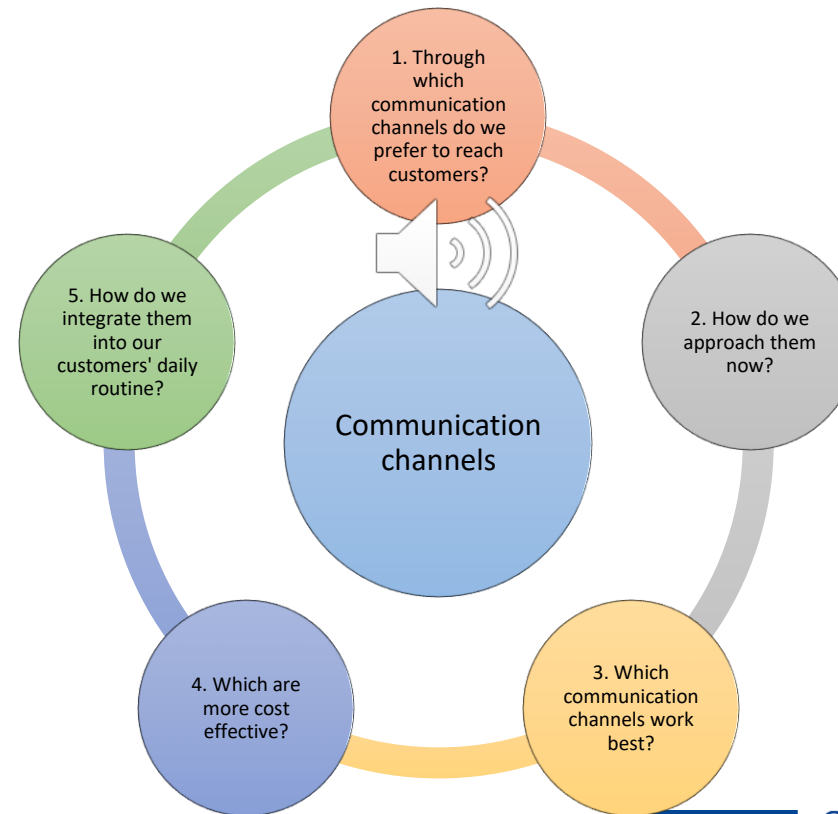
Provide customers with after sales support.



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# 3. Communication channels key questions



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