



Managing Customer Value

Vikas Mittal



Managing Customer Value:

Managing Customer Value Bradley Gale, 2009-11-24 Even today with quality improvement the battle cry of American industry the quality programs in most companies are limited to conformance to technical standards according to quality expert Bradley Gale While some have ventured a step farther to measure customer satisfaction few of them Gale demonstrates have attempted to track market perceived quality how buyers select among competing suppliers why orders are won or lost and which competitors are succeeding in which market segments Using cases including Milliken AT T United Van Lines and Gillette Gale shows how leading edge companies have gone beyond the minimal achievements of conformance quality and customer satisfaction to focus on the third higher stage market perceived quality versus competitors and aspire to an emerging fourth stage true strategic management Drawing on his extensive research at AT T Johnson Johnson Parke Davis and other world class companies Gale provides new metrics for market perceived quality that are straightforward and easy to interpret His set of seven integrative tools for customer value analysis makes up the heart of the war room wall to help guide business unit teams in their effort to outperform competitors in satisfying customers The great value of these tools is that they are derived from a future oriented strategic navigation system that tracks competitive information and market perceived quality Learning to master this system accelerates customer satisfaction from a slogan to a science and leads ultimately to true strategic management the fourth stage of Total Quality Management The processes described in this book provide an insider s perspective on the criteria of the Baldrige Award Bradley Gale s insights and innovative methods for defining measuring and improving market perceived quality will create an entirely new thrust for the worldwide quality movement

Mastering Customer Value Management Ray Kordupleski, 2003 There is an emerging art and science of customer value management that is proving its worth in increased market share and shareholder value for the companies that practice it Customer value management is about choosing value determining what customers really value and developing your value proposition delivering value making sure business processes are aligned with value proposition communicating value educating the market on your value proposition The concepts of customer value management and the practical tools that have been developed to support them are the subject of this book

Managing Customer Value Bradley T. Gale, 1994

Managing Customer Value: One Stage At A Time Dilip Soman, Sara N-marandi, 2009-10-20 How do you take individuals who have never done business with your organization and work on them till some of them eventually become the best possible customers that you have How do you decide how much to spend on various marketing tactics How do you think about the pricing decision with a view to optimizing the value of your customers as assets Where do you start what tools do you use what heuristics are useful in making these decisions This book attempts to answer questions such as these The one sentence summary of the answer though is simple hold the individuals hands and walk them through a value chain one stage at a time This book is written for an advanced student of business as well as for the practicing manager and presents an

integrated view of the marketing function In particular it focuses on all the activities that a firm engages in to create and manage value and not just the customer facing activities In that sense it links the traditional views of customer value with the finance accounting human resources organizational behaviour information technology and operations functions The content is meant to be prescriptive it describes a process for value creation and management yet analytical theoretical yet empirically driven It urges the reader to think about the customer value function to be organized along activities that the firm would like the customers to engage in not activities that the firm engages in It presents a framework that is not only conceptually driven but also has a sound mathematical basis Managing Customer Value Dilip Soman,Sara

N-Marandi,2022 How do you take an individual who has never done business with your organization and gradually transform them into the best possible customer How do you decide how much to spend on various marketing actions How do you think about the pricing decision with a view to optimizing the value of your customers as assets Where do you start what tools do you use and what heuristics are useful in making these decisions This book attempts to answer questions such as these The one sentence summary of the answer though is simple hold the individual s hands and walk them up a value ladder one step at a time This book is written for an advanced student of business and the practicing manager It presents an integrated view of the marketing function In particular it focuses on all the activities that a firm engages in to create and manage value not just the customer facing activities It links the traditional views of customer value with the finance accounting human resources organizational behaviour information technology and operations functions of the organization It draws on the science of behaviour change and the data sciences to present a contemporary view of the customer value function The content is meant to be prescriptive it describes a process for value creation and management yet analytical theoretical yet empirically driven It urges the reader to think about the customer value function to be organized along activities that the firm would like the customers to engage in not activities that the firm engages in It presents a framework that is not only conceptually driven but also has a sound mathematical basis *Creating and Delivering Your Value Proposition* Cindy

Barnes,Helen Blake,David Pinder,2009-10-03 In recent years developing a value proposition has become a prime consideration for businesses A value proposition is an analysis and quantified review of the business benefits costs and value that a company can deliver to prospective customers and customer segments *Creating and Delivering your Value Proposition* provides guidance for business leaders demonstrating why having a strong value proposition is so important for a company This practical new title shows readers how to build deliver and harness value propositions to create profitable growth for a business by utilizing the experience of clients and customers Featuring global case studies and examples *Creating and Delivering your Value Proposition* is an essential guide to understanding and developing a value focused strategy for all senior practitioners Managing Customer Value: One Step At A Time (Second Edition) Dilip Soman,Sara

N-marandi,2022-05-10 How do you take an individual who has never done business with your organization and gradually

transform them into the best possible customer How do you decide how much to spend on various marketing actions How do you think about the pricing decision with a view to optimizing the value of your customers as assets Where do you start what tools do you use and what heuristics are useful in making these decisions This book attempts to answer questions such as these The one sentence summary of the answer though is simple hold the individual s hands and walk them up a value ladder one step at a time This book is written for an advanced student of business and the practicing manager It presents an integrated view of the marketing function In particular it focuses on all the activities that a firm engages in to create and manage value not just the customer facing activities It links the traditional views of customer value with the finance accounting human resources organizational behaviour information technology and operations functions of the organization It draws on the science of behaviour change and the data sciences to present a contemporary view of the customer value function The content is meant to be prescriptive it describes a process for value creation and management yet analytical theoretical yet empirically driven It urges the reader to think about the customer value function to be organized along activities that the firm would like the customers to engage in not activities that the firm engages in It presents a framework that is not only conceptually driven but also has a sound mathematical basis **Managing Customer Value** Bill

Dodds,2003 Providing the right combination of product quality customer service and price is good business Unless a business does something that creates value for their customer then the chances of business success are nil *Managing Customer*

Value: One Stage At A Time Dilip Soman,Sara N-marandi,2009-10-20 How do you take individuals who have never done business with your organization and work on them till some of them eventually become the best possible customers that you have How do you decide how much to spend on various marketing tactics How do you think about the pricing decision with a view to optimizing the value of your customers as assets Where do you start what tools do you use what heuristics are useful in making these decisions This book attempts to answer questions such as these The one sentence summary of the answer though is simple hold the individuals hands and walk them through a value chain one stage at a time This book is written for an advanced student of business as well as for the practicing manager and presents an integrated view of the marketing function In particular it focuses on all the activities that a firm engages in to create and manage value and not just the customer facing activities In that sense it links the traditional views of customer value with the finance accounting human resources organizational behaviour information technology and operations functions The content is meant to be prescriptive it describes a process for value creation and management yet analytical theoretical yet empirically driven It urges the reader to think about the customer value function to be organized along activities that the firm would like the customers to engage in not activities that the firm engages in It presents a framework that is not only conceptually driven but also has a sound mathematical basis Managing Customers for Profit V. Kumar,2008-01-10 This is a milestone book in marketing Most

companies claim they are focused on customers but even those who are probably do not take a scientific approach to

customer management Professor V Kumar is the acknowledged expert on the science of customer management This important book raises all the key questions in managing customers provides the analytical tools for optimization and illustrates these tools with a number of company examples Philip Kotler S C Johnson Distinguished Professor of International Marketing Kellogg School of Management Northwestern University Delivering lasting client value is at the heart of profitable businesses today Managing Customers for Profit provides a compelling empirically tested approach to significantly enhance traditional customer relationship management initiatives I highly recommend this book to all those interested in cultivating lasting profitable growth relationships with current and future clients Tim Bohling Vice President Market Intelligence IBM Americas Executives are too often guided by backward looking short term metrics This book shows how a focus on Customer Lifetime Value CLV can change management toward long term results by providing a fresh perspective on customer targeting retention and loyalty Highly recommended it shows you the way toward strategic customer thinking Dave Aaker Vice Chairman Prophet Author of Brand Portfolio Strategy This book shows you how Leading marketing expert V Kumar shows how to use Customer Lifetime Value CLV to target customers with higher profit potential manage and reward existing customers based on their profitability and invest in high profit customers to prevent attrition and ensure future profitability Kumar introduces customer centric approaches to allocating marketing resources for maximum effectiveness pitching the right products to the right customers at the right time determining when a customer is likely to leave and whether to intervene managing multichannel shopping even calculating a customer s referral value Drawing on his extensive experience consulting with world class marketing organizations Kumar illuminates the challenges of transitioning from a product centric to a customer centric approach and presents proven solutions Simply put this book s techniques offer marketing executives a complete framework for linking their investments to business value and maximizing the lifetime value of every single customer Foreword xiii Preface xv Acknowledgments xviii About the Author xix Chapter 1 Introduction 1 Chapter 2 Maximizing Profitability 11 Chapter 3 Customer Selection Metrics 29 Chapter 4 Managing Customer Profitability 59 Chapter 5 Maximizing Customer Profitability 75 Chapter 6 Managing Loyalty and Profitability Simultaneously 93 Chapter 7 Optimal Allocation of Resources across Marketing and Communication Strategies 113 Chapter 8 Pitching the Right Product to the Right Customer at the Right Time 127 Chapter 9 Preventing Attrition of Customers 143 Chapter 10 Managing Multichannel Shoppers 163 Chapter 11 Linking Investments in Branding to Customer Profitability 187 Chapter 12 Acquiring Profitable Customers 205 Chapter 13 Managing Customer Referral Behavior 223 Chapter 14 Organizational and Implementation Challenges 249 Chapter 15 The Future of Customer Management 267 Index 283 *Managing Customers Profitably* Lynette Ryals, 2009-01-22 This book is a response to a need in the market place in the fast growing field of customer profitability analysis and the profitable management of customer relationships It combines innovative approaches to calculating the value of customers with the management strategies necessary to make and keep customers profitable It includes easy to follow

instructions on how to calculate customer profitability including worked examples non technical and discusses strategies and their applications for organizations to manage customers profitably Based on cases and feedback from the KAM Club and other research there will be many business to business as well as business to consumer examples The book assumes some level of numeracy in its readership The contents include Assessing product costs costs to serve and how these can be estimated and how to deal with customer specific overhead costs It discusses the uses and limitations of the use of customer profitability analysis and illustrates how to calculate customer lifetime value using two methods one with actual numbers and one which estimates relative customer lifetime value Provides an innovative approach to calculating the lifetime value of a customer by taking risk into account Demonstrates how to recognise and value the relationship benefits of customers such as word of mouth Brings into discussion the idea that how customers are managed links to their profitability Describes how financial portfolio analysis and theory apply to marketing and how their application to marketing relates to the optimisation of marketing spend

Internet-Based Customer Value Management Tymoteusz Doligalski,2014-10-16 Customer value management is a managerial approach in which customers are perceived as the company s asset the value of which may be measured and increased through the organization of processes around customer relationships This book deals with the topic of managing customer lifetime value on the internet and more specifically on including the role of the internet in customer value proposition to enhance stakeholder and shareholder value This book also discusses the possibilities of internet based customer value management and presents a model describing the process leading to it Its uniqueness lies in presenting a managerial approach to customer relationships rather than offering just another tool of e marketing The author s approach is not limited by branches or sectors differences in customer value management approaches are perceived through a prism of relationships between the company and its customers

Managing Customers as Investments Sunil Gupta,Donald R. Lehmann,2005-01-01 Linking customer lifetime value to business value powerful techniques for both executives and investors

Managing Customer Experience and Relationships Don Peppers,Martha Rogers,2016-10-25 Boost profits margins and customer loyalty with more effective CRM strategy Managing Customer Experience and Relationships Third Edition positions the customer as central to long term strategy and provides essential guidance toward optimizing that relationship for the long haul By gaining a deep understanding of this critical dynamic you ll become better able to build and manage the customer base that drives revenue and generates higher margins A practical framework for implementing the IDIC model merges theory case studies and strategic analysis to provide a ready blueprint for execution and in depth discussion of communication metrics analytics and more allows you to optimize the relationship on both sides of the table This new third edition includes updated examples case studies and references alongside insightful contributions from global industry leaders to give you a well rounded broadly applicable knowledge base and a more effective CRM strategy Ancillary materials include a sample syllabus PowerPoints chapter questions and a test bank facilitating use in any classroom or

training session The increased reliance on customer relationship management has revealed a strong need for knowledgeable practitioners who can deploy effective initiatives This book provides a robust foundation in CRM principles and practices to help any business achieve higher customer satisfaction Understand the fundamental principles of the customer relationship Implement the IDIC model to improve CRM ROI Identify essential metrics for CRM evaluation and optimization Increase customer loyalty to drive profits and boost margins Sustainable success comes from the customer If your company is to meet performance and profitability goals effective customer relationship management is the biggest weapon in your arsenal but it must be used appropriately Managing Customer Experience and Relationships Third Edition provides the information practical framework and expert insight you need to implement winning CRM strategy

Managing Customer Experience and Relationships Don Peppers,Martha Rogers,2016-10-25 Boost profits margins and customer loyalty with more effective CRM strategy Managing Customer Experience and Relationships Third Edition positions the customer as central to long term strategy and provides essential guidance toward optimizing that relationship for the long haul By gaining a deep understanding of this critical dynamic you ll become better able to build and manage the customer base that drives revenue and generates higher margins A practical framework for implementing the IDIC model merges theory case studies and strategic analysis to provide a ready blueprint for execution and in depth discussion of communication metrics analytics and more allows you to optimize the relationship on both sides of the table This new third edition includes updated examples case studies and references alongside insightful contributions from global industry leaders to give you a well rounded broadly applicable knowledge base and a more effective CRM strategy Ancillary materials include a sample syllabus PowerPoints chapter questions and a test bank facilitating use in any classroom or training session The increased reliance on customer relationship management has revealed a strong need for knowledgeable practitioners who can deploy effective initiatives This book provides a robust foundation in CRM principles and practices to help any business achieve higher customer satisfaction Understand the fundamental principles of the customer relationship Implement the IDIC model to improve CRM ROI Identify essential metrics for CRM evaluation and optimization Increase customer loyalty to drive profits and boost margins Sustainable success comes from the customer If your company is to meet performance and profitability goals effective customer relationship management is the biggest weapon in your arsenal but it must be used appropriately Managing Customer Experience and Relationships Third Edition provides the information practical framework and expert insight you need to implement winning CRM strategy

Managing Customer Relationships Don Peppers,Martha Rogers,2004-04-28 In today s competitive marketplace customer relationshipmanagement is critical to a company s profitability andlong term success To become more customer focused skilledmanagers IT professionals and marketing executives must understandhow to build profitable relationships with each customer and tomake managerial decisions every day designed to increase the valueof a company by making managerial decisions that will grow thevalue of the customer base

The goal is to build long term relationships with customers and generate increased customer loyalty and higher margins In Managing Customer Relationships Don Peppers and Martha Rogers credited with founding the customer relationship revolution in 1993 when they invented the term one to one marketing provide the definitive overview of what it takes to keep customers coming back for years to come Presenting a comprehensive framework for customer relationship management Managing Customer Relationships provides CEOs CFOs CIOs CMOs privacy officers human resources managers marketing executives sales teams distribution managers professors and students with a logical overview of the background the methodology and the particulars of managing customer relationships for competitive advantage Here renowned customer relationship management pioneers Peppers and Rogers incorporate many of the principles of individualized customer relationships that they are best known for including a complete overview of the background and history of the subject relationship theory IDIC Identify Differentiate Interact Customize methodology metrics data management customer management company organization channel issues and the store of the future One of the first books designed to develop an understanding of the pedagogy of managing customer relationships with an emphasis on customer strategies and building customer value Managing Customer Relationships features Pioneering theories and principles of individualized customer relationships An overview of relationship theory Contributions from such revolutionary leaders as Philip Kotler Esther Dyson Geoffrey Moore and Seth Godin Guidelines for identifying customers and differentiating them by value and need Tips for using the tools of interactivity and customization to build learning relationships Coverage of the importance of privacy and customer feedback Advice for measuring the success of customer based initiatives The future and evolution of retailing An appendix that examines the qualities needed in a firm's customer relationship leaders and that provides fundamental tools for embarking on a career in managing customer relationships or helping a company use customer value as the basis for executive decisions The techniques in Managing Customer Relationships can help any company sharpen its competitive advantage

Managing Customer Value in Business-to-Business Markets Vikas Mittal, 2014 Increased customer value can impact customer behaviors that drive company performance As a result firms must invest in the drivers of customer value The authors describe a management tool that identifies the most relevant value creation activities the satisfaction profit chain SPC As detailed in two case studies the SPC is especially useful for B2B firms catering to small to medium sized enterprises

Managing Customer Value Soman, [Managing Customer Relationships](#) Don Peppers, Martha Rogers, 2010-12-30 MANAGING CUSTOMER RELATIONSHIPS A Strategic Framework Praise for the first edition Peppers and Rogers do a beautiful job of integrating actionable frameworks the thinking of other leaders in the field and best practices from leading edge companies Dr Hugh J Watson C Herman and Mary Virginia Terry Chair of Business Administration Terry College of Business University of Georgia Peppers and Rogers have been the vanguard for the developing field of customer relationship management and in this book they bring their wealth of experience and knowledge

into academic focus This text successfully centers the development of the field and its theories and methodologies squarely within the broader context of enterprise competitive theory It is a must have for educators of customer relationship management and anyone who considers customer centric marketing the cornerstone of sound corporate strategy Dr Charlotte Mason Department Head Director and Professor Department of Marketing and Distribution Terry College of Business University of Georgia Don and Martha have done it again The useful concepts and rich case studies revealed in Managing Customer Relationships remove any excuse for those of us responsible for actually delivering one to one customer results This is the ultimate inside scoop Roy Barnes Formerly with Marriott now President Blue Space Consulting This is going to become the how to book on developing a customer driven enterprise The marketplace is so much in need of this road map Mike Henry Leader for Consumer Insights at Acxiom Praise for the second edition Every company has customers and that s why every company needs a reference guide like this Peppers and Rogers are uniquely qualified to provide us with the top textbook on the subject and the essential tool for the field they helped to create David Reibstein William Stewart Woodside Professor of Marketing The Wharton School University of Pennsylvania *Designing and Delivering Superior Customer Value* Art Weinstein, 1999-06-24 Great companies don t just satisfy their customers they strive to delight and amaze them Designing and Delivering Superior Customer Value explains how to continually create customer experiences that exceed expectations This turns buyers try ers into lifetime customers The emerging value paradigm is not only a new way to think about marketing but a new business imperative in the 21st century It is the strategic driver that differentiates great companies from the pack Value connotes many meanings yet it is always defined by the customer This book stresses the service aspects of an organization especially customer service marketing and organizational responsiveness and how to create and provide outstanding customer value to the target market s With the integrated management perspective used by the authors you will understand how to blend the delivery of service and quality together with pricing strategies to maximize the value proposition Those companies that embrace customer driven value creating methods will gain a competitive edge in the 21st century those that do not will experience declines This exciting new book is a guide to retaining your existing customers and to gaining loyal new customers Features

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