

CREATING MAXIMUM VALUE FROM
YOUR SCARCEST RESOURCE

RETURN ON CUSTOMER

HOW TO INCREASE PROFITS AND GROWTH WHILE
DEVELOPING YOUR CUSTOMER BASE

DON PEPPERS AND MARTHA ROGERS, PH.D.

Return On Customer Creating Maximum Value From Your Scarcest Resource

Don Peppers, Martha Rogers



Return On Customer Creating Maximum Value From Your Scarcest Resource:

Return on Customer Don Peppers, Martha Rogers, 2005-06-21 Internationally acclaimed business gurus and best selling authors Don Peppers and Martha Rogers kicked off the CRM revolution and changed the landscape of business competition with their classic bestseller *The One to One Future Now* in *Return on Customer* they have written an even more revolutionary book redefining the very concept of what it means to be profitable as a business. Virtually every manager agrees that a company's most vital asset is its customer base: the lifetime values of all its current and future customers. Yet when companies track their financial results they rarely take into account any change in the value of this critical asset. As a result, managers remain blind to one of the most significant factors driving genuine, lasting business success and instead become preoccupied with achieving short-term financial goals. *Return on Customer* is the first book to focus on how firms create value not just by driving current profits but by preserving and increasing customer lifetime value. In a powerful blend of theory and practice, Peppers and Rogers demonstrate how to create shareholder value more efficiently by concentrating on *Return on Customer*™, a revolutionary business metric focused on a company's scarcest resource: customers. By paying close attention to *Return on Customer*, companies can improve their profits while still conserving and replenishing long-term enterprise value. Relying on their years of experience working with many of the world's leading companies, Peppers and Rogers take readers far beyond marketing, sales, and service. *Return on Customer* will revolutionize how companies think about their basic competitive strategy, product development efforts, and even the issue of business ethics and corporate governance. *Return on Customer*™ is a registered service mark of Peppers Rogers Group, a division of Carlson Marketing Group Inc. To remain competitive, you must figure out how to keep your customers longer, grow them into bigger customers, make them more profitable, and serve them more efficiently. And you want more of them. Unfortunately, the financial metrics you learned in business school are not easily adapted to account for the value companies generate from this scarce resource with the right balance between current period sales and customer lifetime value. But striking that balance is necessary if you want to know whether you're better off investing in customer acquisition or in product development or opening new stores or plant efficiency or better qualified personnel or more service or cost reduction. While you may believe in your heart that a particular decision creates shareholder value, there's no financial metric currently available to tell you how much shareholder value you actually created or even whether you created any at all. But *Return on Customer* can help you. *Return on Customer* is a breakthrough financial metric that can quantify the actual shareholder value you are creating or possibly destroying with your various business actions and initiatives from *Return on Customer*. **Return on Customer**, 2010 [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 The SAGE Handbook of Marketing Theory Pauline Maclaran,2009-12-22 This exciting new Handbook brings together the latest in debates concerning the development of marketing theory featuring original contributions from a selection of leading international authors The collection aims to give greater conceptual cohesion to the field by drawing together the many disparate perspectives and presenting them in one volume The contributors are all leading international scholars chosen to represent the intellectual diversity within marketing theory **Marketing Perspectives** Andrew MacLaren,Thomas Farrington,Kevin O'Gorman,2017-08-20 Marketing Perspectives develops beyond the core concepts of marketing to introduce important points of view on contemporary marketing This book also offers some interesting and useful perspectives on marketing that aren t so often covered for example managing a marketing budget and an historical perspective on marketing **Extreme Trust** Don Peppers,Martha Rogers,2016-06-21 Not so long ago being reasonably trustworthy was good enough But soon only the extremely trustworthy will thrive In the age of smartphones and social networks every action an organization takes can be exposed and critiqued in real time Nothing is local or secret anymore If you treat one customer unfairly produce one shoddy product or try to gouge one price the whole world may find out in hours if not minutes The users of Twitter Yelp and similar outlets show little mercy for bad behavior The bar for trustworthiness is higher than ever and continues to rise Bestselling authors Don Peppers and Martha Rogers Ph D argue that the only sane response to these rising levels of transparency is to protect the interests of customers proactively even if that requires spending extra money in the short run to preserve your brand reputation in the long run The payoff of generating extreme trust will be worth it With a wealth of fascinating research

as well as practical applications this book will show you how to earn and keep the extreme trust of everyone your company interacts with

Book of Business Quotations Bill Ridgers, 2012-06-27 A collection of witty and entertaining business quotations brought together by the experts at The Economist An inspirational informative and insightful compendium of business wisdom Book of Business Quotations brings together a remarkable collection of business quotations Going well beyond just the most common widely known remarks from major industry figures the book unearths little known comments from forgotten experts novelists and other non traditional sources placing them alongside the words of business luminaries to craft a truly comprehensive volume Compiled partly from talking to businessmen journalists writers and professors about quotations they have found particularly perceptive and partly by trawling the reference sources business publications and The Economist itself the book is structured alphabetically by subject with approximately 50 sections Brings together words of wit and wisdom about business from a diverse range of sources including CEOs novelists business gurus and politicians Includes remarks on all manner of current business topics from global markets to e commerce from business history to consultants Quotations grouped by subject for easy access A helpful tool for anyone working in the world of business Book of Business Quotations puts pearls of wisdom from a range of sources right at your fingertips

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Rules to Break and Laws to Follow Don Peppers, Martha Rogers, 2012-03-01 Praise for Rules to Break Laws to Follow How Your Business Can Beat the Crisis of Short Termism A fascinating highly readable synthesis of business principles technology sociology and common sense Rules to Break and Laws to Follow persuasively shows the connection between customer trust and business profits and then explains how to make it happen As a bonus you ll learn how to make your company more innovative how to ensure your employees actually enjoy what they re doing and how to deal with the kinds of service and quality breakdowns that occasionally plague any company even a well managed one This book should be on your required reading list Stephen M R Covey bestselling author of The Speed of Trust The One Thing That Changes Everything Over the years Peppers and Rogers have given me valuable advice about navigating the changing business landscape This book is a must read for managers who want to empower their employees and customers to make change their ally Jim McCann founder and CEO of 1 800 FLOWERS COM Highly readable and entertaining Make sure everybody in your firm reads this book by last Friday Dror Pockard CEO of eglue In a time when most companies are built to flip Peppers and Rogers have planted a stake in the ground to help you survive past the next round of financing or consumer fad Knowing what rules to break is arguably even more important than what laws to follow and this book imparts knowledge for both Guy Kawasaki cofounder of Truemors and author of The Art of the Start Peppers and Rogers have created the unthinkable an enjoyable wake up call Their book serves up one compelling and

provocative idea after another and the authors enjoy debunking some of our most deeply ingrained business beliefs Read this book and your customers will thank you Dan Heath coauthor of Made to Stick Why Some Ideas Survive and Others Die

Performance Management Gary Cokins, 2009-03-17 Praise for Praise for Performance Management Integrating Strategy Execution Methodologies Risk and Analytics A highly accessible collection of essays on contemporary thinking in performance management Readers will get excellent overviews on the Balanced Scorecard strategy maps incentives management accounting activity based costing customer lifetime value and sustainable shareholder value creation Robert S Kaplan Harvard Business School coauthor of The Balanced Scorecard Translating Strategy into Action The Execution Premium and many other books Gary Cokins demonstrates in this book that performance management is not a mysterious black art but a structured process oriented discipline If you want your performance management system to be a smoothly running analytical machine read and apply the ideas in this book it's all you need Thomas H Davenport President's Distinguished Professor of Information Technology and Management Babson College coauthor of Competing on Analytics The New Science of Winning Drawing on a deep reservoir of knowledge and experience gained from hundreds of customer engagements around the world Gary Cokins offers an authoritative examination of the major dimensions of performance management Cokins not only paints a rich and textured view of the major principles and concepts driving performance management implementations he offers a nuanced look at the important subtleties that can spell the difference between success and failure This is an informative and enjoyable text to read Wayne Eckerson Director of Research The Data Warehouse Institute TDWI author of Performance Dashboards Measuring Monitoring and Managing Your Business In this very insightful book the view of an integrated performance management framework with a goal to link various operational activities with business strategy is an excellent approach to manage and improve business Gary's explanation of risk based performance management for providing the capability to achieve long term objectives with reliably calculated risks is definitely thought provoking Srini Pallia Global Head and Vice President of Business Technology Services Wipro Technologies Bangalore India Gary Cokins is clearly one of the world's thought leaders in the area of performance management and the need for integrated performance management improvement and execution is clearly at a premium in these challenging economic times This book is a must read for CEOs CFOs and management accountants around the globe seeking higher levels of sustainable business performance for their stakeholders Jeffrey C Thomson President and CEO Institute of Management Accountants

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