

THE PROCESS OF MANAGING CUSTOMER VALUE



Managing Customer Value

Dilip Soman, Sara N-Marandi



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

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** 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 **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

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 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* 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 Managing customer value ... Gale, 1994 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 for Profit** V. Kumar, 2008 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

Managing Customer Experience and Relationships Don Peppers, Martha Rogers, 2022-04-19 Every business on the planet is trying to maximize the value created by its customers Learn how to do it step by step in this newly revised Fourth Edition of Managing Customer Experience and Relationships A Strategic Framework Written by Don Peppers and Martha Rogers Ph D recognized for decades as two of the world's leading experts on customer experience issues the book combines theory case studies and strategic analyses to guide a company on its own quest to position its customers at the very center of its business model and to treat different customers differently This latest edition adds new material including How to manage the mass customization principles that drive digital interactions How to understand and manage data driven marketing analytics issues without having to do the math How to implement and monitor customer success management the new discipline that has arisen alongside software as a service businesses How to deal with the increasing threat to privacy autonomy and competition posed by the big tech companies like Facebook Amazon and Google Teaching slide decks to accompany the book author written test banks for all chapters a complete glossary for the field and full indexing Ideal not just for students but for managers executives and other business leaders Managing Customer Experience and Relationships should prove an indispensable resource for marketing sales or customer service professionals in both the B2C and B2B world

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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 Relationships Using Customer Care Techniques** Anna Brzozowska, Stanisław Brzeziński, Arnold Pabian, Barbara Pabian, 2024-05-15 In today s global business environment Customer Relationship Management CRM has become key to the success of many international enterprises Managing Customer Relationships Using Customer Care Techniques Strategy Development of an International Enterprise offers a comprehensive analysis of this crucial business aspect focusing on how companies can effectively manage their customer relationships in the context of global expansion This book stands out with its unique approach to CRM blending theory with practice and providing readers with a deep understanding of how CRM influences the strategies of international enterprises The book is divided into four main parts each focusing on a different aspect of customer relationship management The first part focuses on creating strategies in the context of customer relationships in international enterprises the second part discusses the essence of the CRM concept in companies the third part delves into the strategy of a global enterprise from the customer relationship perspective and the fourth part centers on the evaluation and optimization of customer care strategy in modern business Key Features In depth analysis of the CRM concept in the context of international business Discussion on the

evolution of the CRM idea over the years Introduction to integrated customer relationship management systems in global enterprises Analysis of the impact of social media on CRM Practical insights on measuring the effectiveness of customer care activities Managing Customer Relationships Using Customer Care Techniques Strategy Development of an International Enterprise is a must read for managers business consultants business students and anyone wanting to understand how to effectively manage customer relationships in an international business environment **Fundamentals of**

Customer-Focused Management Joby John,2003-12-30 Customer orientation customer centricity and customer relationship management CRM are not new concepts or practices But information technology has unleashed tremendous opportunities in dealing with a customer and in creating value to the customer And yet the majority of CRM investments and initiatives fail because firms do not have the appropriate orientation to serving the customer The principal aim of this book is to get the reader to think about the firm and the way it conducts its business in a certain way with a customer focus It is now becoming clearly evident that all firms compete on service Providing superior service becomes a prerequisite for any differentiation strategy to succeed To provide superior service for a competitive advantage requires a concrete understanding of what service orientation means This orientation in the form of frame of mind is essential for the firm to take advantage of opportunities and to address the challenges so as to gain a competitive advantage For excellent service firms the challenges and opportunities in providing services are a constant endeavor For others these challenges and opportunities are not that obvious A complementary aim of this book therefore is to instill into the reader the principles of managing services *Managing Customer Trust, Satisfaction, and Loyalty through Information Communication Technologies* Eid, Riyadh,2013-03-31

Due to the growth of internet and mobile applications relationship marketing continues to evolve as technology offers more collaborative and social communication opportunities Managing Customer Trust Satisfaction and Loyalty through Information Communication highlights technology's involvement with business processes in different sectors and industries while identifying marketing activities that are affected by its usage This reference is a vital source for organizational managers executives and professionals as well as academics and students interested in this constantly changing field *Managing Customer Experiences in an Omnichannel World* Taşkın Dirsehan,2020-11-26 Managing Customer Experiences in an Omnichannel World explores how organizations integrating both the physical and virtual environments for consumers will enable them to effectively manage the customer experience

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