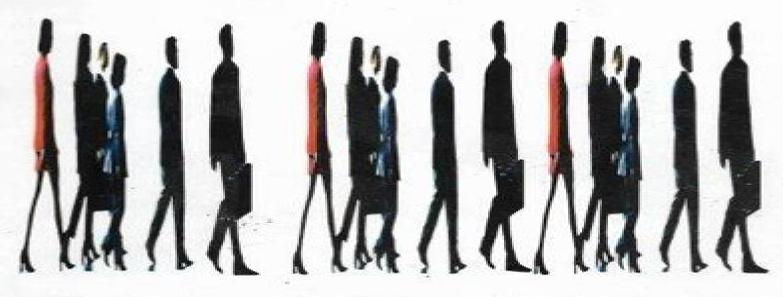
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# Return on Customer

Creating maximum value from your scarcest resource

Don Peppers & Martha Rogers, Ph.D.



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John A. Davis, Jessica Zutz Hilbert

**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 CustomerSM 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 CustomerSM 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

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success and failure these seminal dialogues offer a rare look at what made each master great and a glimpse of the marketing future The Marketing Masters featured are Philip Kotler David Aaker Jean Claude Larreche Regis McKenna Don Peppers John Quelch Al Ries Martha Rogers Don Schultz Patricia Seybold Jack Trout and Lester Wunderman The conversations are free flowing dialogues in which each personality is allowed to shine through Sports Marketing John A. Davis, Jessica Zutz Hilbert, 2013-09-30 This textbook provides a truly international approach to the emerging field of sports marketing and provides the reader with the best practices of over 200 companies and sports clubs around the world Sports Marketing explores the latest sports Creative Cost-Benefits Reinvention C. Dussart, 2015-10-14 This book puts the commoditization phenomenon under the microscope laying out an economic analysis followed by solutions and strategic recommendations Using concrete examples this book will help to change businesses approach by acting not only on the economic analysis presented but also on the diagnosis of commoditization and the recommendations for creation of customer value The common thread throughout this approach is the obsession with customer satisfaction the search for a fair balance between the long and short term and the will to reinvent business models by harnessing innovation Giving Notice Freada Kapor Klein, 2007-10-19 A groundbreaking book that offers approaches for changing the hidden biases in the workplace This is an eye opening examination of the causes and dynamics of bias in the workplace offering a psychological political and societal analysis of the actual cost of bias to the bottom line The authors make the hurdles that women and minorities face in the workplace as personal to the reader as they are to those who face them Giving Notice is filled with sensible approaches for solving the current imbalance and challenges us to rethink unconscious ideas about stereotypes and commonly accepted business practices Freada Kapor Klein San Francisco CA is an internationally noted consultant and diversity expert She has been quoted in the New York Times Chicago Tribune Los Angeles Times Washington Post and on the Today show Nightline and NBC Nightly News Kimberly Allers Bayshore NY was a writer at Fortune magazine and is a frequent guest speaker at professional development and women oriented seminars Martha Mendoza Santa Cruz CA is a national writer for the Associated Press She won a Pulitzer Prize for investigative reporting The Customer Experience Manual Alan Pennington, 2016-09-12 The Customer Experience Book helps you understand where you are now what to do and how to improve for your business From Customer Journey Mapping to using Big Data this is the ultimate Customer Experience manual for businesses whatever the size of your company <u>CIO Best Practices</u> Gary Cokins, Karl D. Schubert, Michael H. Hugos, Randy Betancourt, Alyssa Farrell, Bill Flemming, Jonathan Hujsak, 2010-09-24 CIO BEST PRACTICES Enabling Strategic Value with Information Technology SECOND EDITION For anyone who wants to achieve better returns on their IT investments CIO Best Practices Second Edition presents the leadership skills and competencies required of a CIO addressing comprehensive enterprise strategic frameworks to fully leverage IT resources Filled with real world examples of CIO success stories the Second Edition explores CIO leadership responsibilities and opportunities The business impacts of both business

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