



Customer Equity Customer Equity

V. Kumar



Customer Equity Customer Equity:

Driving Customer Equity Valarie A. Zeithaml, Katherine N Lemon, Roland T Rust, 2001-02-21 In their efforts to become more customer focused companies everywhere find themselves entangled in outmoded systems metrics and strategies rooted in their product centered view of the world Now to ease this shift to a customer focus marketing strategy experts Roland T Rust Valarie A Zeithaml and Katherine N Lemon have created a dynamic new model they call Customer Equity a strategic framework designed to maximize every firm s most important asset the total lifetime value of its customer base The authors Customer Equity Framework yields powerful insights that will help any business increase the value of its customer base Rust Zeithaml and Lemon introduce the three drivers of customer equity Value Equity Brand Equity and Retention Equity and explain in clear nontechnical language how managers can base their strategies on one or a combination of these drivers The authors demonstrate in this breakthrough book how managers can build and employ competitive metrics that reveal their company s Customer Equity relative to their competitors Based on these metrics they show how managers can determine which drivers are most important in their industry how they can make efficient strategic trade offs between expenditures on these drivers and how to project a financial return from these expenditures The final section devotes two chapters to the Customer Pyramid an approach that segments customers based on their long term profitability and an especially important chapter examines the Internet as the ultimate Customer Equity tool Here the authors show how companies such as Intuit com Schwab com and Priceline com have used more than one or all three drivers to increase Customer Equity In this age of one to one marketing understanding how to drive Customer Equity is central to the success of any firm In particular Driving Customer Equity will be essential reading for any marketing manager and for that matter any manager concerned with growing the value of the firm s customer base

Capturing Customer Equity David Bejou, R. Gopalkrishnan, 2014-06-11 One of the most important new concepts in marketing is customer equity here s the essential information you need to create and manage it This book presents thought provoking cutting edge writing on customer equity management The editors and contributing authors are top international marketing researchers who share their expertise in this new area of marketing research and practice Capturing Customer Equity Moving from Products to Markets is designed to enable academics to chart out future research directions and to help marketers to apply recently developed frameworks to the creation and management of customer equity in domestic and international markets Handy charts tables and figures make complex information easy to access and understand Capturing Customer Equity Moving from Products to Markets is divided into five chapters Developing Relationship Equity in International Markets This chapter delves into the realm of relationship marketing to define the term relationship equity and presents strategies for enhancing relationship equity in international markets via personal relationships as well as consistent processes and outcomes This chapter written by the editors and their partner Arun Sharma also looks at specific implications for relationship marketing theory and practice in international

markets Dimension and Implementation Drivers of Customer Equity Management CEM Conceptual Framework Qualitative Evidence and Preliminary Results of a Quantitative Study This chapter explores theoretical considerations as well as qualitative and quantitative research applying confirmatory factor analysis It identifies three important dimensions of Customer Equity Management CEM analytical strategic and operational as well as three types of CEM implementation drivers which represent determinants of the three CEM dimensions Authors Manfred Bruhn Dominik Georgi and Karsten Hadwich present the measures they've developed for the CEM dimensions and drivers These measures provide valuable help to practitioners and academics who need to understand how to manage and implement systematic customer equity management A Network Based Approach to Customer Equity Management This chapter by Ren Algesheimer and Florian von Wangenheim moves beyond the dyadic relationship marketing concept to present a theoretical framework for extending current thinking on customer equity towards the network perspective Based on the current literature in social work this chapter examines the characteristics that are likely to be powerful predictors of a customer's network value Practical implications are highlighted and directions for further research are suggested Strategies for Maximizing Customer Equity of Low Lifetime Value Customers The management of customer equity has become a major issue for many firms This chapter examines strategies designed to assist firms in their relationships with customers who have low lifetime value By examining the relevant literature as well as industry strategies author Arun Sharma explores the reasons why transactional and discount customers have largely been ignored by marketing strategists and proposes methods to enhance segment penetration and the performance of firms Implications for managers are also highlighted Customer Value Based Entry Decision in International Markets The concept of International Added Customer Equity Market entry decisions are some of a firm's most important long term strategic choices Still the international marketing literature has not yet fully incorporated the idea of relationship marketing in general and the customer value concept in particular as a basis for market entry decisions This chapter by Heiner Evanschitzky and Florian von Wange

Handbook of Research on Customer Equity in Marketing V. Kumar, Denish Shah, 2015-01-30 Customer equity has emerged as the most important metric to manage firm performance This Handbook covers a broad range of strategic and tactical issues related to defining measuring managing and implementing the customer equity metric for maximizin

Customer Equity Julian Villanueva, Dominique M. Hanssens, 2007 Customer Equity reviews current models offers a typology and examines the fundamental question of whether a customer equity orientation can put a firm in a competitive advantage to other firms

Customer Equity Management John E. Hogan, Katherine N. Lemon, 2002

Customer Equity Analyses Kay-Oliver Bunn, 2009-04 Diploma Thesis from the year 2008 in the subject Business economics Marketing Corporate Communication CRM Market Research Social Media grade 1.7 University of Applied Sciences Essen language English abstract Corporate management today is exposed to an area of conflict that allows only limited latitude On the one hand top management is regularly faced with the

company owners requests for an appropriate return on equity or Shareholder Value a request that executives of public companies are mostly obliged to by contract Corporate Mission Statements proclaiming the responsibility of management is to maximize shareholder s total return via dividends and increases in the market price of the company s shares around On the other hand increasingly mature and well informed customers demand more and more customized goods for their individual requirements and are often known to change their buying behavior quickly This behavior forces many organizations to an uncompromising orientation towards Customer Value and a strict customer focus in both corporate planning and management in order to further develop competitive advantages and to satisfy and retain valuable customers This is particularly true for middle and lower management Hence value creation for customers finds itself opposed to value creation for shareholders A conflict that appears to find its resolution only in a consequent consideration of customer relationships as investment objects whose continuation or intensification must be justified through an evaluation of economic efficiency Against this background systematic customer valuations become indispensable in order to obtain segmented and efficient market development and to enable a supplier to substantially ensure the availability of the critical resource customers Based on the fundamentals of value based management theory value based marketing and the reciprocal character of customer orientation the author examines the coheren

Customer Equity Robert C. Blattberg, Gary Getz, Jacquelyn S. Thomas, 2001 What s a customer worth The company that can answer this question precisely is the company with an edge in the customer based technology and information intensive economy of today But how can an asset as intangible as customer value be measured This book provides a solution a fully developed highly practical new marketing system for measuring and managing customer value as a financial asset a system uniquely suited to today s rapidly changing increasingly digital marketplace Along with strategic and tactical guidance Customer Equity provides precise metrics for evaluating a business more effectively and improving performance the activity based management of a company s marketplace The authors present a new framework for structuring go to market activities that links those activities to useful metrics and allows better informed marketing decisions

Driving Customer Equity Roland T. Rust, 2001

Managing Customer Relationships Don Peppers, Martha Rogers, 2004-04-28 In today s competitive marketplace customer relationship management is critical to a company s profitability and long term success To become more customer focused skilled managers IT professionals and marketing executives must understand how to build profitable relationships with each customer and to make managerial decisions every day designed to increase the value of a company by making managerial decisions that will grow the value 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

Performance Measurement and Management Malcolm Smith, 2005-04-09 Management accountancy has a dynamic role to play in the competitive strategy of modern global businesses This book sets out key strategic principles and then assesses how management accountancy can affect and direct these strategies Engaging case studies reveal how theories and concepts translate into real business practice Throughout the book emphasizes how accounting initiatives can trigger assessment and improvement of performance management the importance of managerial decision making to good business practice how today's management accountancy measures against current research Written for advanced undergraduate postgraduate and MBA students taking courses on management accounting and performance measurement and management the book will be also of interest to management and business consultants professional accountants and accounting academics

Customer Relationship Management Mr. Rohit Manglik, 2023-08-21 EduGorilla Publication is a trusted name in the education sector committed to empowering learners with high quality study materials and resources Specializing in competitive exams and academic support EduGorilla provides comprehensive and well structured content tailored to meet the needs of students across various streams and levels

The Age of Customer Equity Allison Hartsoe, 2021 For many companies large and small customer data is a noisy mess There are problems across the ecosystem from partners to page views and from KPIs to campaign tracking But the biggest problem is not the technical data

silos but the human ones In *The Age of Customer Equity* Allison Hartsoe helps you cut through the noise and gives you the tools you need to humanize your customer data to connect to the right customers at the right time The interviews with customer centric data leaders and case studies will shine a light on the successes and struggles of data analytics leadership to give you a sense of reality and arm your strategic thinking Hartsoe teaches you how to Uncover customer behavior identify opportunities to amplify marketing ROI and optimize your opportunity cost Align your teams to clear hurdles and create long term nine and 10 figure gains Spot the largest vulnerabilities in your company diagnose what you need and build a journey to a more powerful customer centric future

Profit Brand Nick Wreden,2007 *Profit Brand* presents a results driven view of branding that any CEO or CFO would applaud While branding strategies often concern themselves with awareness visibility impact and image author Nick Wreden shifts the focus to the bottom line He offers a comprehensive metrics based approach to branding that allows companies to link branding activities directly with profits Wreden looks at the inefficiencies of traditional branding strategies that stress customer acquisition over customer retention Customer loyalty he argues is the key to delivering profitability With this in mind he explores loyalty schemes the need to own the customer experience and the means of leveraging allies as brand ambassadors He covers topics such as segmentation optimization pricing and communication strategies and explores accountability systems such as six sigma CRM and scorecards Citing examples from global brands such as IBM Disney Amex and KLM the book highlights marketing practices both good and bad

The Customer Asset Neil Bendle,Shane Wang,2023-12-16 This book delves into the concept of customers as financial assets explaining how firms can assess investments in customer relationships The authors present the VARIED framework for quantifying the customer asset enabling marketers to devise strategies that enhance its value Crucially these strategies advantages can be communicated in financial terms to non marketers instilling accountability in marketing and augmenting firm value through well informed investment decisions This methodology offers a practical avenue to enact the strategic concept of customer centricity It will resonate with marketers accountants and all managers eager to demonstrate customers financial worth to the organization

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

The Service-Dominant Logic of Marketing Robert F. Lusch,Stephen L. Vargo,2014-12-18 Expanding on the editors award winning article *Evolving to a New Dominant Logic for Marketing* this book presents a challenging new paradigm for the marketing discipline This new paradigm is service oriented customer oriented relationship focused and knowledge based and places marketing once viewed

as a support function central to overall business strategy Service dominant logic defines service as the application of competencies for the benefit of another entity and sees mutual service provision rather than the exchange of goods as the proper subject of marketing It moves the orientation of marketing from a market to philosophy where customers are promoted to targeted and captured to a market with philosophy where the customer and supply chain partners are collaborators in the entire marketing process The editors elaborate on this model through an historical analysis clarification and extension of service dominant logic and distinguished marketing thinkers then provide further insight and commentary The result is a more comprehensive and inclusive marketing theory that will challenge both current thinking and marketing practice

Moving from Customer Lifetime Value to Customer Equity Xavier Dreze, Andre Bonfrer, Singapore Management University. School of Business, 2008 We study the consequences of moving from Customer Lifetime Value maximization to Customer Equity maximization Customer equity has traditionally been seen as the discounted sum of the lifetime earnings from all current and future customers and thus it has been largely assumed that maximizing customer lifetime value would lead to maximum customer equity We show that the transition from CLV to CE is not that straightforward Although the CLV model is appropriate for managing a single non replaceable customer the application of a CLV model to the acquisition and valuation of customers as an ongoing concern for the firm leads to sub optimal customer relationship management and acquisition strategies This leads the firm following a CLV maximization approach to have a smaller and less profitable customer base than one that follows a CE maximization strategy Authors abstract

Advances in Computers Marvin Zelkowitz, 2005-06-14 *Advances in Computers* covers new developments in computer technology Most chapters present an overview of a current subfield within computer science with many citations and often include new developments in the field by the authors of the individual chapters Topics include hardware software theoretical underpinnings of computing and novel applications of computers This current volume emphasizes the role of the internet the world wide web and other aspects of a distributed computing environment Open source development as well as computing for the handicapped are additional important topics Key Features In depth surveys and tutorials on new computer technology Well known authors are researchers in the field Extensive bibliographies with most chapters Important chapters on new technologies for software development open source development and the technology needed to use the web for electronic commerce In depth surveys and tutorials on new computer technology Well known authors are researchers in the field Extensive bibliographies with most chapters Important chapters on new technologies for software development open source development and the technology needed to use the web for electronic commerce

Advances in Digital Marketing in the Era of Artificial Intelligence Moez Ltifi, 2024-07-12 This book highlights the technological advances that are transforming the future of digital marketing and covers important areas of research in this field The book demonstrates advances in digital marketing as well as tools techniques methods and strategies based on artificial intelligence It also identifies gaps in research into

effective digital marketing tools techniques and methods and it bridges the interaction between digital marketing strategies and organisations business plans on the one hand and customer relations on the other in the age of artificial intelligence This book presents the concepts and applications of digital marketing in the age of artificial intelligence to readers in a comprehensive manner The book highlights the major breakthroughs and technologies in digital marketing for effective interaction analysis prediction and design to formulate the best strategy for a business by using artificial intelligence solutions This enables specialists to apply advances in digital marketing in the age of artificial intelligence in the right way to serve customers and solve business problems in this competitive age Covering the intersection of marketing and artificial intelligence this book is a first rate reference and an indispensable resource for business leaders academics salespeople marketing professionals managers business owners researchers practitioners instructors college and university libraries students consultants businesspeople computer scientists and customer focused institutions

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

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