



Gernot J. Mödritscher

Customer Value Controlling

Hintergründe – Herausforderungen –
Methode

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Customer Value Controlling Customer Value Controlling

Bradley Gale



Customer Value Controlling Customer Value Controlling:

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

Creating and Managing Superior Customer Value Arch G. Woodside, Michael Gibbert, Francesca Golfetto, 2008-11-01 Advances theory and offers tools for measuring value dimensions and strength This work focuses on advancing value theory research and strategy in business to business contexts It is suitable for improving thinking decisions and actions relating to the creation marketing and purchasing of superior value in products and services

Managing Customer Value Dilip Soman, Sara N-Marandi, 2010 This book is written for students as well as employees of organizations who have some previous exposure to principles of marketing Its main objectives are to introduce the key marketing principles that govern the interactions between consumers and the goods and services being offered to them to show how these principles can be used to gain a deeper understanding of the consumer's decision making cycle and to apply this knowledge in developing micro marketing tactics In doing so the book offers an alternative perspective to the general practice of marketing products to consumers Instead of applying the principles of mass marketing to a general group of consumers with similar characteristics it aims to capture the right consumer at the right time This is achieved by gaining a deep understanding of consumers purchasing behavior as they progress through different stages of affiliation with the product or service These stages are simply a set of thoughts experiences and feelings that consumers encounter when faced

with a purchase decision Therefore the major unifying theme between all the observable consumer behaviors and marketing tactics is micro marketing

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 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 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

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

Customer-Dominant Logic Manfred Bruhn, Maxim Saleschus, Karsten Hadwich, 2024-11-26 This book provides a structured overview of Customer Dominant Logic and formulates fundamental principles that form the basis for a realignment of customer oriented corporate management Customer Dominant Logic is an innovative marketing logic that consistently places the customer at the center of all business activities This requires a fundamental shift in perspective where the integration of the provider with the customer takes precedence over the integration of the customer with the provider Based on the principles of Customer Dominant Logic the authors present their own and new systematic management approach They introduce Customer Dominant Management detailing all necessary phases of a management process Customer Dominant Management aims to realize both customer and company goals through the establishment of a partnership with value creating offerings in the customer ecosystem

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 Hadwisch 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 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 *Information Networks and Data Communication* Finn Arve Aagesen, Harald Botnevik, Dipak Khakhar, 2016-01-09 Teleservice is a common concept for distributed application services related to the use of telecommunication equipment PCs workstations and mainframes Teleservices represent a diversity of applications related to various user and vendor cultures such as traditional telecommunications services E mail services cooperative work applications multimedia applications mobile services and intelligent network services The complexity and diversity of teleservices are increasing but of greater importance is the change in the way in which teleservices are designed delivered and maintained Information Network and Data Communications captures the cultural as well as the technical variety of teleservice *Distribution Planning and Control* David Frederick Ross, 2015-05-14 This third edition provides operations management students academics and professionals with a fully up to date practical and comprehensive sourcebook in the science of distribution and Supply Chain Management SCM Its objective is not only to discover the roots and detail the techniques of supply and delivery channel networks but also to explore the impact of the merger of SCM concepts and information technologies on all aspects of internal business and supply channel management This textbook provides a thorough and sometimes analytical view of the topic while remaining approachable from the standpoint of the reader Although the text is broad enough to encompass all the management activities found in today s logistics and distribution channel organizations it is detailed enough to provide the reader with a thorough understanding of essential strategic and tactical planning and control processes as well as problem solving techniques that can be applied to everyday operations Distribution Planning and Control Managing in the Era of Supply

Chain Management 3rd Ed is comprised of fifteen chapters divided into five units Unit 1 of the text The SCM and Distribution Management Environment sets the background necessary to understand today's supply chain environment Unit 2 SCM Strategies Channel Structures and Demand Management reviews the activities involved in performing strategic planning designing channel networks forecasting and managing channel demand Unit 3 Inventory Management in the Supply Chain Environment provides an in depth review of managing supply chain inventories statistical inventory management and inventory management in a multiechelon channel environment Unit 4 Supply Chain Execution traces the translation of the strategic supply chain plans into detailed customer and supplier management warehousing and transportation operations activities Finally Unit 5 International Distribution and Supply Chain Technologies concludes the text by exploring the role of two integral elements of SCM international distribution management and the deployment of information technologies in the supply chain environment Each chapter includes summary questions and problems to challenge readers to their knowledge of concepts and topics covered Additionally supplementary materials for instructors are also available as tools for learning reinforcement

Managing Complexity Jocelyn Bellemare, Serge Carrier, Kjeld Nielsen, Frank T. Piller, 2016-08-10 This proceedings volume presents the latest research from the worldwide mass customization personalization and co creation MCPC community bringing together new thoughts and results from various disciplines within the field The chapters are based on papers from The MCPC 2015 Conference where the emphasis was placed on managing complexity MCPC is now beginning to emerge in many industries as a profitable business model But customization and personalization go far beyond the sheer individualization of products and become an extension of current business models and production styles This book covers topics such as complexity management of knowledge based systems in manufacturing design and production sustainable mass customization choice navigation and product modeling The chapters are contributed by a wide range of specialists offering cutting edge research as well as insightful advances in industrial practice in key areas The MCPC 2015 Conference had a strong focus on real life MCPC applications and this proceedings volume reflects this MCPC strategies aim to profit from the fact that people are different Their objective is to turn customer heterogeneities into profit opportunities hence addressing the current trend of long tail business models Mass customization means to provide goods and services that best serve individual customers personal needs with near mass production efficiency This book brings together the latest from MCPC thought leaders entrepreneurs technology developers and researchers that use these strategies in practice

Managing Services Kathryn Haynes, Irena Grugulis, 2014 The book is a collection of perspectives on service and service management written by leading researchers in the field It considers the range and importance of services the challenges of managing services and recent contemporary innovations in services and service management

The Future of Management Control is Fair Sven Olaf Schmitz, 2020-08-13 The design of Management Control Systems MCS in the context of financial institutions should be reconsidered with regards to their ability to improve organizational justice

perceptions Promoting organizational justice can help banks to build significantly more trust and influence employees behaviors in the best interest of the organization Especially the design of Beyond Budgeting as a MCS that emphasizes social control mechanisms and facilitates autonomous working appears to be a promising concept for the design of future MCS in the context of financial institutions

Customer Relationship Management Gerhard Raab, 2008 Customer Relationship Management is the first book to explore the benefits to the firm of a globally integrated approach to the management philosophy of Customer Relationship Management CRM The best hope for achieving a sustainable competitive advantage in a global marketplace is by means of better understanding which customers are in the best position to experience long term profitable relationships for the globally oriented firm This book offers both an academic and a practical viewpoint of the importance of CRM in a global framework It integrates the topics of knowledge management total quality management and relationship marketing with the goal of explaining the benefits of CRM for internationally active firms The authors have included six case studies which allow the reader to undertake the role of CRM consultant in a learning by doing approach The book should be required reading for all business executives who desire a customer oriented approach to success and for all students of business who desire to gain insight into a relationship management approach which will become ever more important in the years ahead

Managing Market Relationships Adam Lindgreen, 2008 Managing Market Relationships explains what relationship marketing entails how it is implemented how it evolves and how it is controlled Readers are introduced to the buyer seller market exchange model that recognizes the importance of relationship marketing but argues that it should co exist with traditional marketing To avoid the one size fits all approach to relationships that so often leads to the premature death of managers efforts a relationship management assessment tool is provided that helps companies to question identify and prioritize critical aspects of relationship marketing

EBOOK: Management Control Systems: European Edition Robert Anthony, Vijay Govindarajan, Frank Hartmann, Kalle Kraus, Göran Nilsson, 2013-04-16 Management Control Systems helps students to develop the insight and analytical skills required of today s managers Students uncover how real world managers design implement and use planning and control systems to implement business strategies The first European edition is specifically aimed at an international audience and it has been thoroughly updated to include the latest developments in the field

Managing Health Care Business Strategy George B. Moseley III, Moseley, 2017-03-20 Managing Health Care Business Strategy is the definitive textbook on strategic planning and management for healthcare organizations It offers all the basic information on strategic planning and management within the unique context of organizations concerned with the delivery and financing of health care It does this by noting the singular strategic environment in health care explaining the special procedures and options available to health care organizations and providing real life examples in the form of case studies It includes not only a description of the basic multi step process of creating and then managing a strategic plan but also a detailed look at the role played by the key business functions finance marketing human resources

information technology and law as well as specific strategic options merger acquisition reorganization joint venture and some of the popular tools for analyzing strategic situations balanced scorecard Six Sigma SWOT Key Account Management in Business-to-Business Markets Stefan Wengler,2007-11-06 Key account management as an alternative organizational form of marketing management became increasingly popular in many companies during the last years In its beginning key account management was particularly applied in the consumer packaged goods industry with respect to wholesalers as well as large department stores for some time key account management has also been applied time by suppliers in industrial markets as well as by companies offering product related services in order to serve their most important customers Despite its practical relevance in marketing management the implementation of key account management as well as its integration within the supplier s organization is hardly realized on an adequate economic evaluation Similarly key account management controlling of an already implemented key account management organization is also lacking These organizational units are once implemented neither controlled nor evaluated concerning their economic performance With respect to these rather surprising findings in marketing management practice the author develops a theory based decision support model which seems capable of overcoming the previously described deficits Based on a comparative analysis the efficiency of alternative key account management organizations is evaluated using criteria developed from transaction costs economics This decision model enables companies to evaluate each organizational key account management alternative on the basis of transaction cost economizing effects In addition set up costs which arise due to the implementation of the organizational unit are also included in the cost benefit calculation

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