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Nota di contenuto	Managing Customers Profitably; Contents; Foreword; Acknowledgements; Introduction; Section One How to value your customers; 1 Latest thinking on valuing and managing customers; Two-minute chapter summary; How customer management is changing; Relationship marketing; Marketing is a science, not an art; How to value customer relationships; Summary: managing customers as assets; Where to find out more; 2 Customer profitability analysis; Two-minute chapter summary; Why companies are switching to customer profitability analysis?; Getting started on valuing customers The advantages of customer profitability analysisSmall print: the limitations of customer profitability; Summary: the use of customer profitability analysis; Where to find out more; 3 Calculating customer profitability; Two-minute chapter summary; Definition of customer profitability; Individual customer profitability analysis; Customer revenues; Cost of goods or services sold; Costs to serve; Customer-specific overheads; Completing the customer profitability calculation; Worksheets for customer profitability analysis; Where to find out more 4 How to calculate customer profitability for large customer numbersTwo-minute chapter summary; Top-down customer

profitability analysis; Customer profitability decision trees; Using top-down customer profitability analysis; Summary; Where to find out more; 5 Customer lifetime value; Two-minute chapter summary; Why companies need to measure customer lifetime value; Definition of customer lifetime value; The advantages of customer lifetime value; Small print: the limitations of customer lifetime value; Summary: the use of customer lifetime value; Worksheet for key account gateway criteria

Where to find out more6 Calculating customer lifetime value; Two-minute chapter summary; Forecasting customer lifetime value; How to identify the most valuable customers; Step 1: Estimating customer lifetime; Step 2: Forecasting year-by-year revenues; Step 3: Forecasting differential costs; Step 4: Discounting future profits; Summary; Worksheet: customer lifetime value; Where to find out more; 7

Calculating and using customer equity; Two-minute chapter summary; Context: the adoption of customer equity; Getting started on customer equity; The advantages of customer equity

Small print: the limitations of customer equityHow to calculate customer equity; Improving forecasting using the Delphi Panel technique; Completing the customer equity calculation; The use of customer equity; Worksheet: calculating customer equity; Where to find out more; 8 The relational value of a customer; Two-minute chapter summary; How a customer relationship can create additional value for a supplier; Four sources of relational value; Valuing relational benefits; Using relational value for marketing decisions; Summary: financial plus relational value

Worksheet: creating a relational value index

Sommario/riassunto

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
