

Customer Value Programmes

UNLEASH THE SPENDING POWER OF YOUR CUSTOMERS

Overview

5 years ago traditional segmentation and marketing techniques were sufficient in driving customer growth, customer retention and increased revenue. However in today's highly competitive and saturated market, this is no longer sufficient for any company seeking to achieve or maintain market leadership. In today's digital economy, the customer is more discerning and selective. They have expectations of the experience they want from your company and it must be relevant and timely. This requires companies to re-evaluate and reinvent how they communicate with customers. This is invariably underpinned by sophisticated and systematic data analytics

Topics Covered

- Clearly define the concept of customer value management
- Understanding CVM and CRM in context
- Explain why CVM is crucial for companies to meet their financial objectives
- Understanding and working through the components of a CVM module
- Cross section of industry case studies used to articulate the concepts

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Target Audience

Marketing Managers, Department Heads, Business Intelligence, Directors

Outcome

You will gain an important understanding of concept of customer value management and the implications how to quantify current and predictive behaviour. You see how to identify those customers which represent the greatest opportunity to generate long-term value to your organisation and how to continuously improved to generate profitable value in the longer term