Customer Value Management Best Practice

Description: Many operators have continued to focus on market share as a measure of success, forcing them to invest resources in expensive acquisition efforts that result in limited financial gains.

Customer Value Management (CVM) practitioners adopt an alternative perspective: they view the customer base as a long term asset - one which requires investment to secure financial benefits over the course of the customer lifetime. The discipline promotes the continuous delivery of customer value to ensure retention and loyalty to maximise returns to the business in the long term.

This report provides an overview of CVM best practice in order to inform organisations that are considering the implementation of such programs.

Contents:

1. Overview
2. Introduction
   2.1 Background to the Report
   2.2 Report Content
   2.3 Currency and Conversions
   2.4 Further Questions and Feedback
3. Elements of Successful CVM
   3.1 Introduction
   3.2 Management Commitment
   3.3 Big Data Capabilities
   3.4 Understanding Customer Needs and Segmentation
   3.5 Competitor Analysis
   3.6 Calculating Total Customer Value
   3.7 Investment Shift from Acquisition to Retention
   3.8 A Single, 360 Degree View of the Customer
   3.9 Increasing Emphasis on CRM and CEM
   3.10 Measure Impact on Value
4. CVM Outside Telecommunications
   4.1 Introduction
   4.2 Tesco, UK
   4.3 Amazon
   4.4 First Direct, UK
5. CVM at MNOs
   5.1 Introduction
   5.2 Orange, France
   5.3 Telia Company, Sweden
   5.4 giffgaff, UK
   5.5 Deutsche Telekom
6. Key Findings
7. Recommendations
Appendix - Feedback Questions

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