



Customer Equity Customer Equity

**Roland T. Rust, Katherine Lemon, Das
Narayandas**



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

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 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

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

Towards Customer Equity Malini Majumdar, 2009-11 Scientific Essay from the year 2009 in the subject Business economics Marketing Corporate Communication CRM Market Research Social Media language English abstract A strong brand having high brand equity generates higher revenue for the company Brand Equity as evidenced results from a strong mental association that the customer links with the brand It can be

considered as the sum of customers assessments of a brand s intangible qualities Therefore it cannot be a true measure of the marketing efforts of a company though it was perceived so long to be so Customer Equity of late has been identified as a basis to build powerful customer centric marketing programs which are more effective in highly competitive business scenario There are three drivers of customer equity value equity brand equity and relationship equity Today s turbulent business environment is in requirement of maximizing the value of a company s customer assets This stresses further the importance of focusing on Customer Equity as a customer centric approach rather than on Brand Equity basically a product centered approach

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

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

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

Driving Customer Equity Roland T. Rust, 2001

EBOOK: Services Marketing: Integrating Customer Focus Across the Firm Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2012-06-16 The Second European Edition of *Services Marketing Integrating Customer Focus Across the Firm* by Wilson Zeithaml Bitner and Gremler uniquely focuses on the development of customer relationships through quality service Reflecting the increasing importance of the service economy *Services Marketing* is the only text that put the customer's experience of services at the centre of its approach The core theories concepts and frameworks are retained and specifically the gaps model a popular feature of the book The text moves from the foundations of services marketing before introducing the gaps model and demonstrating its application to services marketing In the second edition the book takes on more European and International contexts to reflect the needs of courses lecturers and students The second edition builds on the wealth of European and International examples cases and research in the first edition offering more integration of European content It has also been fully updated with the latest research to ensure that it continues to be seen as the text covering the very latest services marketing thinking In addition the cases section has been thoroughly examined and revised to offer a range of new case studies with a European and global focus The online resources have also been fully revised and updated providing an excellent package of support for lecturers and students

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

Customer Equity Management Roland T. Rust, Katherine Lemon, Das Narayandas, 2004-11 bull bull Practical bull Framework bull Applied bull Cases bull Award Winning Research **Advances in Business, Management and Entrepreneurship** Ratih Hurriyati, Benny Tjahjono, Ade Gafar Abdullah, Sulastri, Lisnawati, 2020-12-07 The GCBME Book Series aims to promote the quality and methodical reach of the Global Conference on Business Management Entrepreneurship which is intended as a high quality scientific contribution to the science of business management and entrepreneurship The Contributions are expected to be the main reference articles on the topic of each book and have been subject to a strict peer review process conducted by experts in the fields The conference provided opportunities for the delegates to exchange new ideas and implementation of experiences to establish business or research connections and to find Global Partners for future collaboration The conference and resulting volume in the book series is expected to be held and appear annually The year 2019 theme of book and conference is Transforming Sustainable Business In The Era Of Society 5.0 The ultimate goal of GCBME is to provide a medium forum for educators researchers scholars managers graduate students and professional business persons from the diverse cultural backgrounds to present and discuss their research knowledge and innovation within the fields of business management and entrepreneurship The GCBME conferences cover major thematic groups yet opens to other relevant topics Organizational Behavior Innovation Marketing Management Financial Management and Accounting Strategic Management Entrepreneurship and Green Business **LISS 2014** Zhenji Zhang, Zuojun Max Shen, Juliang Zhang, Runtong Zhang, 2015-04-20 The proceedings of the 2014 International Conference on Logistics Informatics and Services Sciences LISS 2014 gather 259 papers on the latest fundamental advances in the state of the art and practice of logistics informatics service operations and service science The books is divided into four main sections focusing on different aspects Service Management Logistics Management Information Management and Engineering Management It also covers ten special sessions Advanced Management Decision Making Techniques and Application Freight Transportation and Information Technology Free Trade Zone FTZ and Supply Chain Management Innovation in Service Science Comprehensive Service International Trade and Investment of Service Industries Theories and Practices Trends and Strategies Supply Chain Management Industrial Economy and Urban Logistics Management Process Optimization Modeling Logistics Management and Digital Publishing Media The papers in each section describe state of art research works that are often oriented towards real world applications and highlight the benefits of related methods and techniques for developing the emerging field of service science logistics and informatics *Customer Equity Management* Spiros Gounaris, Tzempelikos, 2014-10-15 The focus on new products development and brand based strategies has led many companies to overlook the fact that ultimately revenues come from customers Contrary to this practice the concept of Customer Equity has been introduced in the marketing literature in order to highlight the significance of customers and

customer relations for company performance In short the customer equity theory views customers as the company's most important asset and Marketing has the responsibility is to manage these assets in order to maximize customer lifetime value This in turn allows management to directly link marketing activities with cash flows and profitability Hence there is a need for a customer centric framework in order to enhance the companies competitiveness through the management of customer equity based on the principals of portfolio analysis and management The text provides comprehensive and practical coverage of 1 the concept of customer equity and portfolio management 2 the actions necessary to improve customer behavioral outcomes and improve cash flow and profitability 3 the criteria and metrics required to evaluate marketing initiatives and performance Detailed how to chapters follow addressing concepts as well as practices concerning successful customer equity management Each chapter is supported by practical examples so as to offer a simple easy to understand however scientifically reliable guide on how a customer portfolio should be managed The book is suitable for undergraduate and postgraduate students of business studies as well as marketers senior executives and managers who seek ways to create and sustain successful relationships with the most attractive customers and as a result improve the company's competitive position

Customer Equity Analyses Kay-Oliver Bunn, 2009-04-20 Diploma Thesis from the year 2008 in the subject Business economics Offline Marketing and Online Marketing 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 coherence between Customer Equity and Shareholder Value and discusses how and to what extent it can become an appropriate management performance

indicator for value oriented customer relationship management Furthermore a selection of some of the most important monetary and non monetary value potentials of customer relationships are characterized and interpreted The author concludes with a critical discussion of the applicabilities and limitations of a wide array of uni dimensional multi dimensional and process oriented Customer Equity models that are suggested to give marketers and managers a better understanding of the fundamental question for the contributions of marketing to organizational performance 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 *Essays on Customer Equity and Product Marketing* Shi Jin Yoo,2004 **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

Whispering the Strategies of Language: An Psychological Journey through **Customer Equity Customer Equity**

In a digitally-driven earth wherever displays reign supreme and instant conversation drowns out the subtleties of language, the profound techniques and emotional subtleties hidden within phrases usually go unheard. Yet, nestled within the pages of **Customer Equity Customer Equity** a captivating literary prize blinking with fresh thoughts, lies a fantastic quest waiting to be undertaken. Composed by a talented wordsmith, that wonderful opus attracts readers on an introspective trip, lightly unraveling the veiled truths and profound affect resonating within the cloth of each and every word. Within the emotional depths of the moving evaluation, we can embark upon a honest exploration of the book is key subjects, dissect their charming publishing fashion, and fail to the strong resonance it evokes deep within the recesses of readers hearts.

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