

# Customer Profitability Analysis Topic Gateway Cima

**The Implementation of Customer Profitability Analysis** Erik M. van Raaij 2002

*Strategic Managerial Accounting* Tracy Jones 2012-09-28 This text explores the nature of these industry sectors and how these impact on the strategic managerial accounting (SMA) tools used by decision makers in the industry. Formerly known as Managerial Accounting in the Hospitality Industry by Harris and Hazzard, this new edition builds on this successful and well known text.

**Converting Customer Value** John J. Murphy 2005-11-18 A company exists to make profit, and everything it does is a step towards that goal. Many firms are trying to get closer to their customers, but few realise how crucial this is to corporate value. Indeed, the long-term value of a company is perhaps best described as the sum of future profits from customers, discounted to a present value. Tackling two hot topics in business - CRM and corporate value - and based on a study undertaken by the Customer Management Leadership Group, John Murphy's new book links customer management directly to company profitability for the first time. By implementing its Customer Management Integration Framework, a company can see cash flows for each customer relationship, and use that information to effectively manage key customers for higher and more resilient levels of profitability.

**Managing Customers Profitably** Lynette Ryals 2009-01-22 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 other research, there will be many business-to-business as well as business-to-consumer examples. The book assumes some level of numeracy in its readership. The contents include: Assessing product costs, costs to serve and how these can be estimated, and how to deal with customer-specific overhead costs. It discusses the uses and limitations of the use of customer profitability analysis, and illustrates how to calculate customer lifetime value using two methods, one with actual numbers and one which estimates relative customer lifetime value. Provides an innovative approach to calculating the lifetime value of a customer by taking risk into account. Demonstrates how to recognise and value the relationship benefits of customers, such as word of mouth. Brings into discussion the idea that how customers are managed, links to their profitability. Describes how financial portfolio analysis and theory apply to marketing and how, their application to marketing relates to the optimisation of marketing spend.

*Customer Profitability Analysis* Epstein, Marc J 2000

**Customer Profitability Analysis** John A. Muranishi 1972

**Customer Profitability Analysis** Gregory K. Sasaki 1988

*Customer Profitability Analysis* Keith Ward 1989

*Leadership, Management, and Adoption Techniques for Digital Service Innovation* Sandhu, Kamaljeet 2019-12-27 There are many advantages to incorporating digital services in business, including improved data management, higher transparency, personalized customer service, and cost reduction. Innovation is a key driver to how digital services are formed, developed, delivered, and used by consumers, employees, and employers. The largest differentiator comes from having a digitally empowered workforce. Companies increasingly need digital workers to establish greater digital skills to bear on every activity. Business leaders especially need to steer digital priorities, drive innovation, and develop digital platforms. Leadership, Management, and Adoption Techniques for Digital Service Innovation is an essential reference source that discusses the adoption of digital services in multiple industries and presents digital technologies to address and further advance innovation to drive successful solutions. Featuring research on topics such as cloud computing, digital business, and value creation, this book is ideally designed for managers, leaders, executives, directors, IT consultants, academicians, researchers, industry professionals, students, and practitioners.

**Customer Profitability Analysis** 2002

*Customer Profitability Analysis* A. Anandarajan 1986

*Customer Profitability Analysis - Today* Eileen Schäfer 1999-07-25

Inhaltsangabe:Abstract: Traditional management accounting systems are limited in their ability to provide profitability information relevant to management decisions. The problems of inadequate profitability measurement are intensified by the increasing competition in today's international market and the customer sophistication in locating low-cost providers. In response a number of manufacturers and service companies are experimenting with new methods to analyse their profits. The collection and analysis of information on the customer profitability analysis enables management to identify their most attractive customer groups and support them with their scarce resources, turning loss-making accounts into profitable ones. The project investigate both the theoretical approach of customer profitability analysis and its usage in practice, today. Relevant data was collected by means of a survey and three case studies. The survey provided information about the extent of knowledge of member of organisations about customer profitability analysis and the use of it in the decision making process. The interviews added deeper knowledge about the application of customer profitability analysis in practice and helped to find new insights to this analysis method. Inhaltsverzeichnis:Table of Contents: TABLE OF ABBREVIATIONS4 TABLE OF FIGURES5 1. CHAPTERPREFACE6 1.1INTRODUCTION6 1.2BACKGROUND8 1.3AIM10 1.4OBJECTIVES10 2. CHAPTERRESEARCH METHODOLOGY11 2.1INTRODUCTION11 2.2AGGREGATION OF SECONDARY DATA11 2.3COLLECTION OF PRIMARY DATA12 2.3.1INTRODUCTION12 2.3.2SELECT THE APPROPRIATE METHOD12 2.3.3THE SURVEY14 2.3.4THE CASE STUDIES15 3. CHAPTERTHE THEORETICAL APPROACH18 3.1INTRODUCTION18 3.2APPLICATION OF THE CUSTOMER PROFITABILITY ANALYSIS18 3.2.1MAKE OPERATING DECISIONS19 3.2.2DEVELOP STRATEGIES20 3.2.3TACTICAL BENEFITS25 3.3HOW IS THE CUSTOMER PROFITABILITY ANALYSIS OBTAINED?28 3.3.1THE FIRST STEP: THE APPROPRIATE CUSTOMER SEGMENTATION28 3.3.2THE SECOND STEP: THE PRINCIPLE OF AVOIDABLE COSTS AND UNAVOIDABLE COSTS 30 3.3.3THE THIRD STEP: COST ALLOCATION34 3.4TRE CUSTOMER PROFITABILITY ANALYSIS TACTICALLY AND PRACTICALLY44 3.4.1THE DECISION GRID44 3.4.2CUSTOMER PROFITABILITY ANALYSIS, A DAY-TO-DAY OPERATION?47 3.4.3WHO IS RESPONSIBLE FOR THE CUSTOMER'S PROFIT?48 3.4.4REVIEW OF EXISTING SURVEYS48 3.5CONCLUSION49 4. CHAPTERSURVEY52 4.1INTRODUCTION52 4.2KEY-ISSUES52 4.3SAMPLE SELECTION PROCEDURE AND DATA [...]

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