

The Customer Advantage

Lawrence B. Chonko

The Customer is Key Milind M. Lele, Jagdish N. Sheth, 1991-10 Based on extensive research at a wide variety of companies. The authors show that management can take a more creative approach than only cost minimization to meet the competitive challenge.

Customer Centricity Peter Fader, 2020-05-26 A powerful call to action, Wharton professor Peter Fader's book, *Customer Centricity*, upends some of our most fundamental beliefs about customer service, customer relationship management, and customer lifetime value. Fader advocates that in the world of customer centricity, there are good customers ... and then there is pretty much everybody else.

Mastering Customer Value Management Ray Kordupleski, 2003 There is an emerging art and science of customer value management that is proving its worth in increased market share and shareholder value for the companies that practice it. Customer value management is about: choosing value (determining what customers really value and developing your value proposition) delivering value (making sure business processes are aligned with value proposition) communicating value (educating the market on your value proposition) The concepts of customer value management and the practical tools that have been developed to support them are the subject of this book.

What's there in it for me? Robert Henriksson, 2014-02-07 In the early 1980s I heard that a customer always buys the benefit of a product. That made me interested, and I wanted to learn what a customer benefit is. With this knowledge I could probably improve my skills as a salesman and achieve better results. But there was also another interesting question that this matter raised. How many benefits are there? Thousands, hundreds, tens, or less? I started to look for the answers in the literature. After looking through numerous marketing books and articles, I recognized that customer benefit is one of the main concepts. Nevertheless, I could not find a satisfactory description of customer benefits, or an answer to the number of customer benefits. This was the starting point for my study. And I'm happy to share the results of my work with you now. I have considered both the B2C and B2B environment in the results. Consumers and companies experience the same benefits, but there can be a difference in the sources of the benefits, and there can also be different emphasis of the benefits. In B2B selling you need to take a note of all the various needs of the actors in the supply chain besides the needs of the end customer.

Customer Centricity Peter Fader, 2012 A powerful call to action, *Customer Centricity* upends some of our most fundamental beliefs about customer service, customer relationship management, and customer lifetime value NOT ALL CUSTOMERS ARE CREATED EQUAL Despite what the tired old adage says, the customer is not always right. Not all customers deserve your best efforts: In the world of customer centricity, there are good customers...and then there is pretty much everybody else. In *Customer Centricity*, Wharton professor Peter Fader, coauthor of the follow-up book *The Customer Centricity Playbook*, helps businesses radically rethink how they relate to customers. He provides insights to help you understand: Why customer centricity is the new model for success and product centricity must be ushered out How the ideas of brand equity and customer equity help us understand what kinds of companies naturally lend themselves to the customer-centric model and which ones don't Why the traditional models for determining the value of individual customers are flawed How executives can use customer lifetime value (CLV) and other customer-centric data to make smarter decisions about their companies How the well-intended idea of customer relationship management (CRM) lost its way-and how your company can properly put CRM to use *Customer Centricity* will help you realign your performance metrics, product development, customer relationship management and organization in order to make sure you focus directly on the needs of your most valuable customers and increase profits for the long term. ALSO AVAILABLE: Once Fader convinces you of the value of customer centricity in this book, *The Customer Centricity Playbook*, with

Sarah Toms, will show you where to get started. Reveals how to increase profits from your best customers, find more like them, and avoid over-investing in the rest....Decidedly accessible and absolutely necessary. -Jim Sterne, Founding President and Chairman, Digital Analytics Association Perfect read...It's short (60-90 minutes), clear, and the best summary I've read of why companies should rethink their approach to customers. -Andrew McFarland, SVP, Chief Customer Officer, Black Box Knowing what your customers are worth is the secret to focusing your time and money where it makes the most difference. You can't be all things to all people, so you need to learn to find out who really matters to your success. Fader makes it clear with great ideas and a readable style. -Andy Sernovitz, author, Word of Mouth Marketing THE WHARTON EXECUTIVE ESSENTIALS SERIES The Wharton Executive Essentials series from Wharton Digital Press brings the ideas of the Wharton School's thought leaders to you wherever you are. Inspired by Wharton's Executive Education program, each book is authored by globally renowned faculty and filled with real-life business examples and actionable advice. Wharton Executive Essentials guides offer a quick-reading, penetrating, and comprehensive summary of the knowledge leaders need to excel in today's competitive business environment and capture tomorrow's opportunities.

Competitive Advantage of Customer Centricity Sathit Parniangtong, 2017-06-05 This book presents strategies that put the customer at the center of an enterprise. It elaborates on the reasons for viewing customers as assets that a firm needs to acquire, develop and cultivate in order to generate profitable relationships, and champions customer profitability as the metric for measuring business performance. Further, it advocates the need to provide solutions to customers' requirements with bundles of products and services. It broadens the definition of customer value beyond tangible benefits and price to include both tangible and intangible benefits and total ownership costs, while embracing a variety of unique customer needs. The book highlights the value of business planning, marketing and sales mechanisms and changing employee behavior to create lifelong, high-value profitable customer relationships that satisfy the customer's needs. Competitive Advantage of Customer Centricity maps a new journey that entire organizations must undertake in order to achieve these lucrative goals.

Service-Ability Kevin Robson, 2012-11-12 Times have changed. Long gone are our days of being kings of the manufacturing industry, we are now immersed in the world of 'service' where the relationship between an organization and the customer is an integral part of the product offering. The nation is suffering from a widespread lack of truly customer-satisfying service. We lack the very thing that we need to make this new paradigm work efficiently: service-ability. Organizations of all kinds are facing high customer churn, serious customer antagonism, loss of consumer confidence and plummeting customer satisfaction. Research shows that totally satisfying the customer is the only thing that will secure loyalty and offer significant competitive advantage. Yet still, on a daily basis we encounter service that frustrates us. Whilst the emergence of technology has no doubt brought efficiency to many areas of business activity, including the third sector, it has led to the standardised and indifferent service we regularly receive. We appear to have lost sight that people do business with people. Through efficient technology, our organisations may be serviceable but they are not service able. The arrival of Generation Y and the developments in social media, provide businesses with a whole new way to engage with their customers, but also provide a new way for customers to rate companies, products and services: not always in a positive manner. 'Like' or '#Fail' have become part of our social language. Organizations that refocus on the need to treat customers in a way that satisfies them, and not the technology, will have better customer retention, lower costs of replacement and will build their brand value through better reputations. Service-Ability delves deeply into these areas to show how today's managers

need to re-think the way we structure, manage, lead and organize our companies to achieve total 'customer-centric' work cultures that develop lasting relationships with customers.

The Customer Is Key Jagdish Sheth, Milind Lele, 2011-02-09

Relationship Marketing Thorsten Hennig-Thurau, 2000-01-24 Relationship Marketing provides a comprehensive overview of the fundamentals and important recent developments in this fast-growing field. This book makes a landmark contribution in assembling some of the best contemporary thinking about relationship marketing illustrated with concrete descriptions of companies in the automobile industry, consumer electronics, public utilities and so on, which are implementing relationship marketing. I highly recommend this to all companies who want to see what their future success will require. PROF. PHILIP KOTLER, NORTHWESTERN UNIVERSITY, ILLINOIS

Competitive Advantage of Customer Centricity Sathit Parniangtong, 2017

Give Yourself a Number-The CUSTOMER LOYALTY Advantage HPM Publishing, 2019

Customer Obsessed Eric Berridge, 2016-09-13 Optimize the customer experience via the cloud to gain a powerful competitive advantage Customer Obsessed looks at customer experience through the lens of the cloud to bring you a cutting-edge handbook for customer experience. Cloud technology has been hailed as a game-changer, but a recent IDC report shows that it accounts for less than three percent of total IT spending; why are so many companies neglecting such an enormous asset? This book provides a high-level overview of how the cloud can give you a competitive advantage. You'll learn how to integrate cloud technology into sound customer experience strategy to achieve unprecedented levels of success. More than just a state-of-the-field assessment, this book offers a set of concrete actions you can take today to leverage cloud computing into technical innovation and better business outcomes at all levels of your organization. You'll examine the many factors that influence the customer experience, and emerge with the insight to fine-tune your approach using the power of the cloud. What kind of advantage is your company leaving on the table? This book guides you through the key drivers of customer success to help you optimize your approach and leverage the future of global technology. Learn the keys to competitive advantage in the digital era Gain insight into each element that affects customer experience Harness the power of the cloud to achieve customer success Follow a prescriptive framework for optimizing customer experience We are in the golden age of IT innovation, but the majority of companies haven't even adopted cloud technology, much less begun to utilize its full business capabilities. Jump into the gap now, and reap the benefits as other struggle to catch up. Customer Obsessed gives you the guidance you need to achieve sustainable success in today's digital world.

Connected Strategy Nicolaj Siggelkow, Christian Terwiesch, 2019-04-30 Business Models for Transforming Customer Relationships What if there were a way to turn occasional, sporadic transactions with customers into long-term, continuous relationships--while simultaneously driving dramatic improvements in operational efficiency? What if you could break your existing trade-offs between superior customer experience and low cost? This is the promise of a connected strategy. New forms of connectivity--involving frequent, low-friction, customized interactions--mean that companies can now anticipate customer needs as they arise, or even before. Simultaneously, enabled by these technologies, companies can create new business models that deliver more value to customers. Connected strategies are win-win: Customers get a dramatically improved experience, while companies boost operational efficiency. In this book, strategy and operations experts Nicolaj Siggelkow and Christian Terwiesch reveal the emergence of connected strategies as a new source of competitive advantage. With in-depth examples from companies operating in industries such as healthcare, financial services, mobility, retail, entertainment, nonprofit, and education, Connected Strategy identifies the four pathways--respond-to-

desire, curated offering, coach behavior, and automatic execution--for turning episodic interactions into continuous relationships. The authors show how each pathway creates a competitive advantage, then guide you through the critical decisions for creating and implementing your own connected strategies. Whether you're trying to revitalize strategy in an established company or disrupt an industry as a startup, this book will help you: Reshape your connections with your customers Find new ways to connect with existing suppliers while also activating new sources of capacity Create the right revenue model Make the best technology choices to support your strategy Integrating rich examples, how-to advice, and practical tools in the form of workshop chapters throughout, this book is the ultimate resource for creating competitive advantage through connected relationships with your customers and redefined connections in your industry.

The Customer Success Economy Nick Mehta, Allison Pickens, 2020-04-09 If leaders aren't integrating their digital offerings into a philosophy of Customer Success, they will be defeated in the next decade, because technical excellence and other traditional competitive advantages are becoming too easy to imitate. The Customer Success Economy offers examples and specifics of how companies can transform. It addresses the pains of transforming organizational charts, leadership roles, responsibilities, and strategies so the whole company works together in total service to the customer. Shows leaders how their digital implementations will make them more Amazon-like Helps you deliver recurring revenue Shows you how to embrace customer retention Demonstrates the importance of churning less Get that competitive advantage in the most relevant and important arena today—making and cultivating happy customers.

The Service Advantage Karl Albrecht, Lawrence J. Bradford, 1990 A practical guide that takes you step-by-step through a customer research program designed especially for service companies. Includes real-life cases and examples.

The Inside Advantage Robert Bloom, Dave Conti, 2007-10-17 Be the Driving Force Behind Your Company's Growth Robert H. Bloom has discovered that every enterprise has at least one strategic asset—one existing strength—that can form the foundation for future growth. He calls this an Inside Advantage. This strength usually lies unrecognized in an activity the business is currently performing or in a concept or an idea that the business already owns. Finding this hidden potential and becoming well known for it will grow the business. This strategy reflects Bloom's 45 years of experience in growing businesses and brands of every size and type, including famous companies such as Southwest Airlines, T-Mobile, T.G.I. Friday's, Zales, Nestlé, and L'Oréal, as well as not-so-famous B2B firms, not-for-profit organizations, and start-ups. Now, through his Growth Discovery Process, he is making his strategy available to all people who know their craft but don't know how to craft a growth strategy. Bloom's process is a plain-language path of discovery with only four steps. Whether you are a business leader, a manager, or an entrepreneur, this Growth Discovery Process will enable you to gain a profound insight into the core values of your enterprise. It will guide you to a clear understanding of who your customers are and what your special offerings to those customers should be. Finally, the process will stimulate a host of ideas—what Bloom calls Imaginative Acts—for highlighting your Inside Advantage and making it well known to current and prospective customers. Doing what you're good at and doing it better than anyone else will create growth. The Inside Advantage will help you capture that magic moment when customers will select your product or service over those of your competitors.

The Customer Culture Imperative: A Leader's Guide to Driving Superior Performance Linden Brown, Christopher Brown, 2013-12-06 What do Toyota, Apple, and Zappos have in common? CUSTOMER-CENTRIC CULTURE And now, with this research-based method, you can replicate their success with your business Based on more than 60 studies and the authors' three-year proprietary research project with more than 100 companies,

The Customer Culture Imperative demonstrates that organizations exhibiting a strong customer-centric culture do, in fact, produce superior business performance. It provides diagnostic tools and a roadmap for effective implementation, designed to make cultural change concrete and actionable in any organization. Dr. Linden R. Brown is chairman and co-founder of MarketCulture Strategies Inc. Christopher Brown is the former marketing director for Hewlett-Packard for the South Pacific and is presently a Silicon Valley-based sales and marketing consultant.

At Your Service Frank Eliason, 2012-04-24 A guide to refocusing your business on those who matter most: customers and employees. Technology and social media tools have made it easier than ever for companies to communicate with consumers. They can listen and join in on conversations, solve problems, get instant feedback about their products and services, and more. So why, then, are most companies not doing this? Instead, it seems as if customer service is at an all time low, and that the few companies who are choosing to focus on their customers are experiencing a great competitive advantage. At Your Service explains the importance of refocusing your business on your customers and your employees, and just how to do it. Explains how to create a culture of empowered employees who understand the value of a great customer experience Advises on the need to communicate that experience to their customers and potential customers Frank Eliason, recognized by BusinessWeek as the 'most famous customer service manager in the US, possibly in the world,' has built a reputation for helping large businesses improve the way they connect with customers and enhance their relationships At Your Service will appeal to leaders, managers, business owners, customer service professionals, and anyone who wants to learn how to add value to their organization.

The Agile Marketer Roland Smart, 2016-02-29 The marketer's guide to modernizing platforms and practices Marketing in the digital era is a whole new game: it's fundamentally about competing on the customer experience. Marketers must integrate a complex set of technologies to capture the customer's digital body language—and thereby deliver the right experiences, at the right times, via the right channels. This approach represents a formidable technological and practical challenge that few marketers have experience with. The methods that enable marketers to meet this challenge are emerging from an unexpected place: the world of software development. The Agile methodologies that once revolutionized software development are now revolutionizing marketing. Agile provides the foundation for alignment between the marketing and product management sides. It can unleash a whole array of new marketing opportunities for growth hacking as well as for baking marketing directly into your products or services. Beyond that, as a discipline it can serve as a bridge to strategic alignment, positioning the chief marketing officer alongside the chief product officer as the two primary drivers of the business. Written by a premier practitioner of modern marketing, this book will provide you with: Insights on the evolution of product development and management in the organization—and why marketing must partner with them in the new era An understanding of Agile methods and their application to marketing A plan for integrating Agile with your traditional methods Tactics to drive alignment with product management A pathway to becoming the steward of customer experience Rich with examples, case studies, illustrations, and exercises drawn from the author's wide-ranging experience (from startups to a top global technology company), The Agile Marketer will help you transform marketing in your organization, in spirit and practice—and help realize its critical roles in product management and the customer experience.

Advanced Introduction to Sustainable Competitive Advantage in Sales Lawrence B. Chonko, 2021-05-28 This unique Advanced Introduction offers an insight into how sales leaders seek and maintain a sustainable competitive advantage for both organizations and customers. Lawrence B. Chonko explores how sales leaders take

professional selling to the next level by focusing on serving the customer. Discussing the key skills of sales leaders - technological proficiency, managing change, and harnessing and using knowledge - Chonko analyzes how sales leaders are distinguished from other sales professionals.

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