

Strategy Consulting

accentis

Customer Lifetime
Management



*I do not believe you can do today's job with
yesterday's methods and be in business tomorrow.
(Nelson Jackson)*

Get started with:

accentis CLM (Customer Lifetime Management)

accentis CJX (Customer Journey and Experience)

accentis CJV (Customer Lifetime Value)

Customer Lifetime Management

Cornerstones

Customer equity is synonymous with Customer Lifetime Value (CLM), defined as the net present value of the current and future loyal customer base.

Through a process of customer journey and successful customer acquisition, customer lifetime management will increase company value. Customer equity strategy assists clients along each step of this journey.

Accentis customer lifetime management (CLM) helps client's design optimal pricing and marketing strategies to optimize customer acquisition, retention and expansion.

Customer acquisition leads the way of converting prospective consumers into new customers for the business. Only by successfully acquiring customers new to the market and/or taking away from competitors are enabling companies to start the process of building a loyal customer base.

Retention models complement acquisition analysis and play a central role in identifying price and marketing strategies that minimize customer churn at optimize value.

Customer expansion is the final step in the process and consists of increasing sales via a combination of digital sales, cross-selling, up-selling and/or selling greater quantities of existing products and services

Accentis provides a range of CJX, CJM and CLV solutions, targeted at different stages of the customer lifecycle, to help clients build and maintain a loyal and profitable customer base.



KEY 'LEVERS' CUSTOMER LIFETIME MANAGEMENT

PREVENTION

SATISFACTION EXCELLENCE

- Design and launch of communication campaigns, focused on highlighting offer value for each segment.
- Definition of tactical actions to promote the use of different services.
- Plan to improve customer experience of those having experienced technical problems.
- Optimization of quality assurance service costs.

EXIT BARRIERS

- Implementation of loyalty measures on the most valuable customers.
- Plan to extend existing Fixed Term Contract (FtC) on those customers ending its term.
- FtC plan on different products, services and/or customer segments.
- Offering, in a reactive manner, flexible tariffs aiming specific segments.

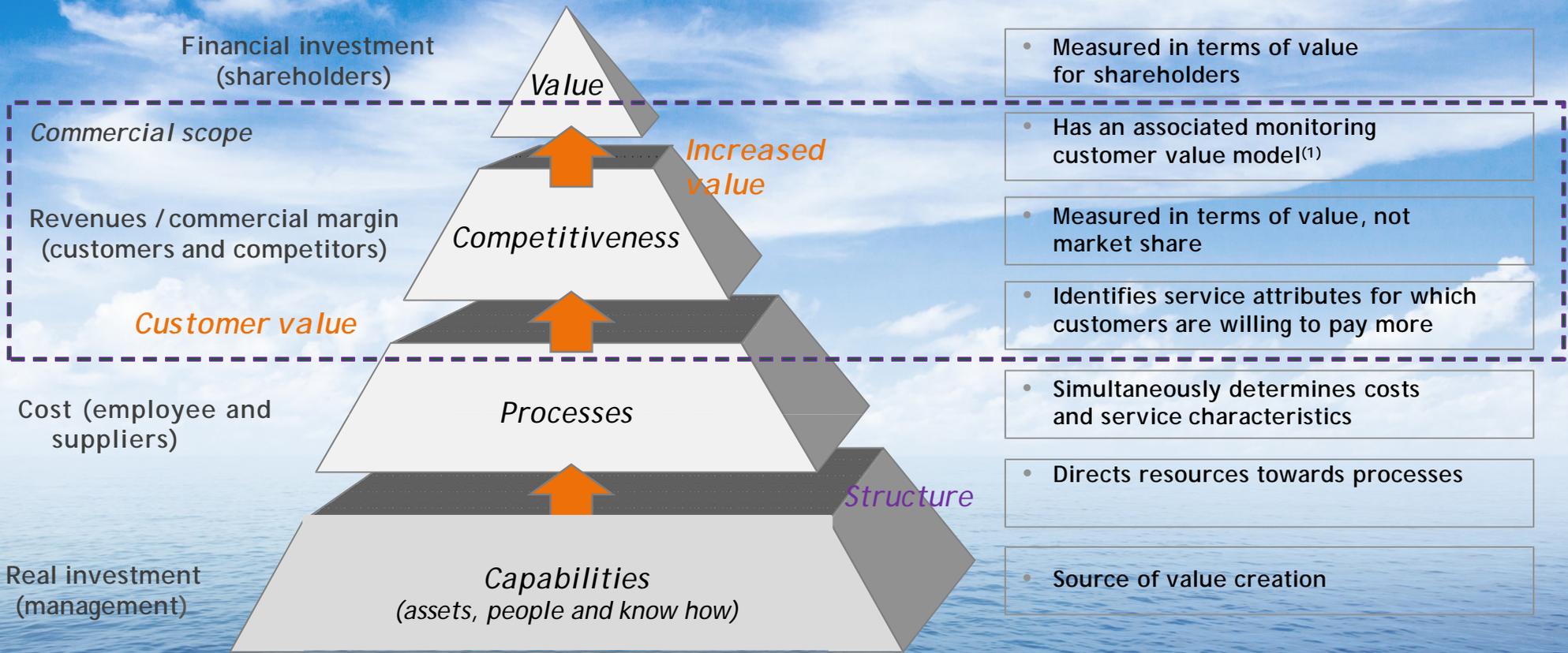
PROACTIVE RETENTION MEASURES

- Incorporate a "Client Label" with information in the CRM call center.
- Establish a 'warning system' based on customer behavior...
- ... evolving existing "scoring" models by enriching them with non-linear models.
- Customer segmentation considering their churn typology: Opportunistic, outplaced, non-target, dissatisfied,...

THERAPY

REACTIVE RECOVERY MEASURES

- Differentiate processes and retention promotions according to customer value and disconnection motive.
- Defining a specific retention process for bad debt customers having their service suspended.
- Set-up a waterfall offering system, maximizing the selling opportunity per contact.
- Introduce the option of temporally suspension (holiday period) and launch a second home offer.



↑ **Value creation drivers**

(1) Stable, periodic and consistent with the value creation model
 (2) Understood as the one that best meets expectations

Main competitiveness measure should consist on company's ability to provide its customers with the highest value⁽²⁾ at the lowest possible cost.

Digital Transformation

CLM Governance

Define and capture metrics that relate to the customer lifetime management and respective processes

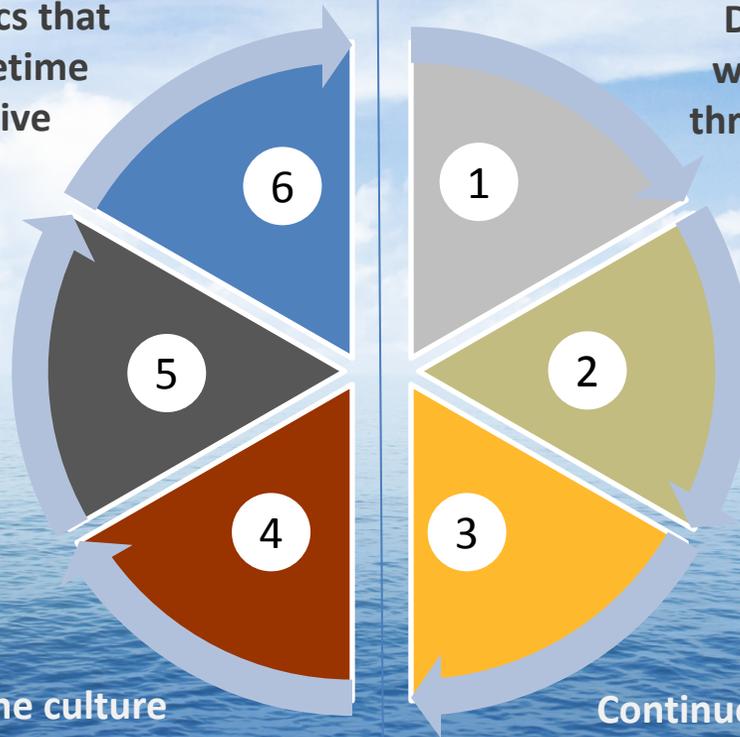
Define value propositions which should be delivered through the transformation process

Improve enterprise architecture (orga, processes and IT) to exceed market commitments

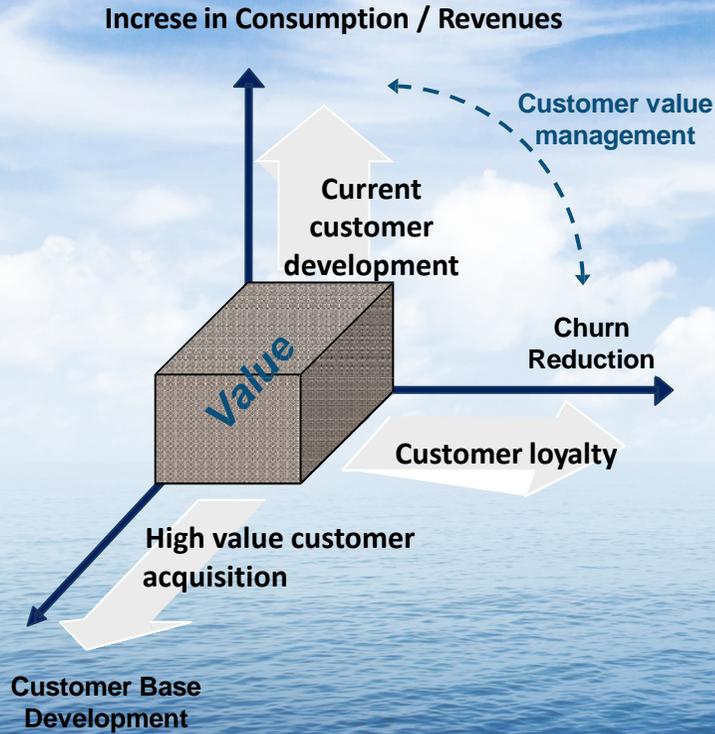
Define the strategy that matter and describe why they do matter

Invent a front line culture that facilitate the customer lifetime value

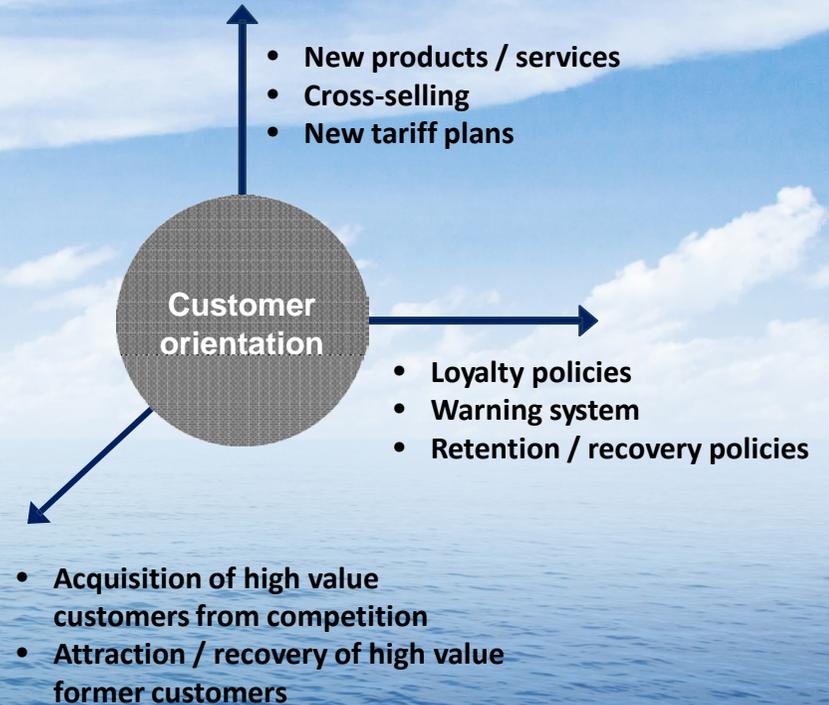
Continuously improve the End-to-End value chain



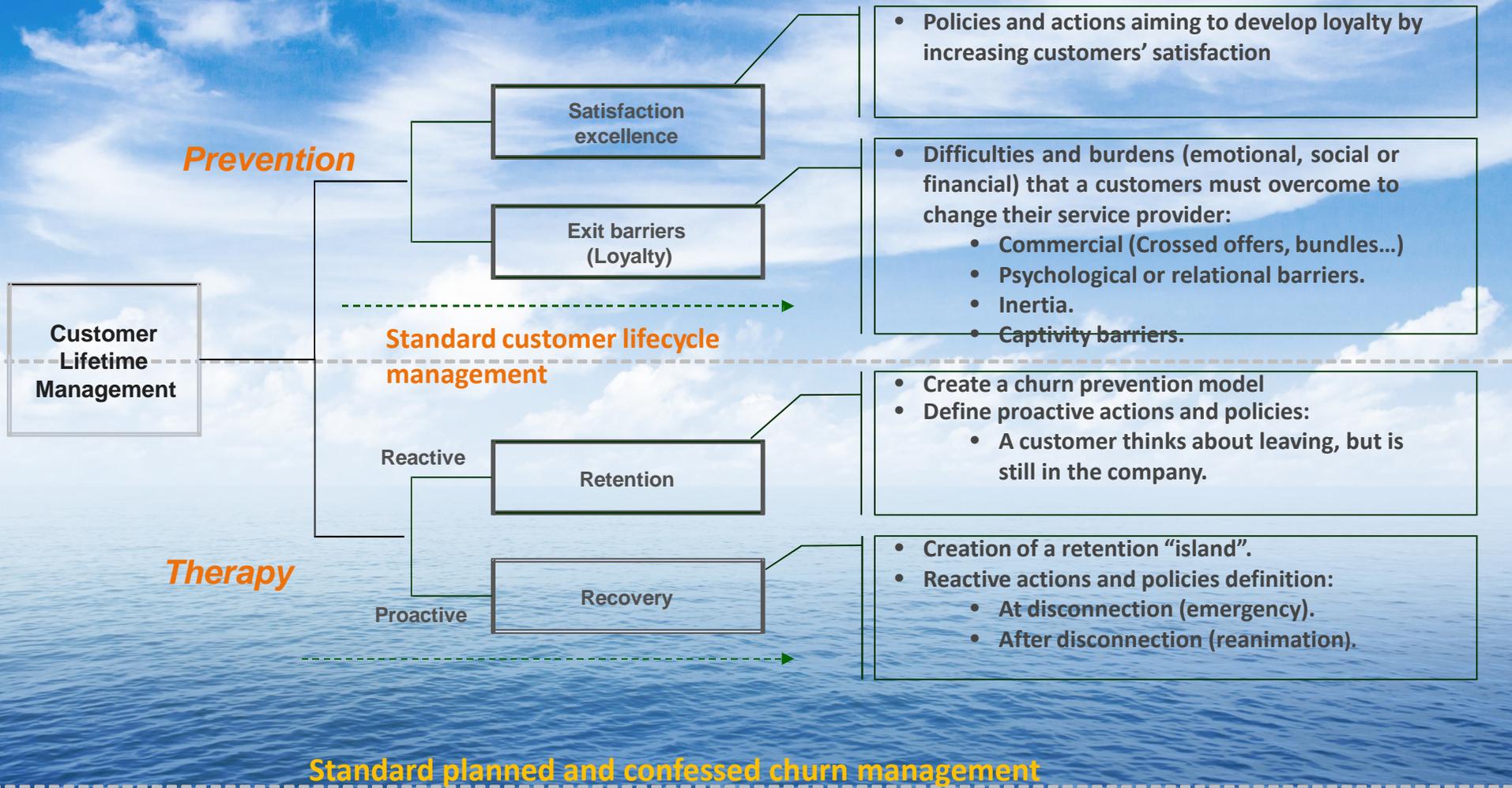
Value creation drivers



Design of focused commercial actions



Mature markets require commercial management to focus on Customer Value Management, developing action aiming to customer development and high value customer retention.



Action's primary focus (quick wins)

Under a high competitive context, we can support your business to develop effective actions to achieve sustainable competitive advantages



We know the telecom & media business:

We have developed a broad understanding of the telecomunicaciones & media markets, thanks to having developed numerous projects across all the value chain.

We are experts in defining customer based strategies :

We have a wealth of experience in Advanced Commercial Management projects across different sectors, positioning us as one of the key market references...
....especially when implementing focused actions and plans.

We are certain of our beneficial impact, as we combine our business know-how, implementation of actions and result-oriented strategies:

Our vision focuses on launching concrete commercial actions that generate a rapid return of investment. The objective is to transform knowledge and experience to improved and efficient commercial actions to be launched and offered to the market.

We can tackle any challenges with which we may be faced:

Our team and knowledge across different areas, allows us to configure multi-disciplinary teams which can tackle any challenge: commercial strategies, commercial processes and tools, e-business, market intelligence, ...