

Building Integrated Customer Value Management Strategies

Progress Partners - Introduction Pack

Kevin Decker
Managing Partner





Discussion Agenda

- Progress Partners Introduction & Core Consulting Team
- Progress Partners Customer Value Management (CVM) Approach
- Examples of Customer Value Management Framework Application
- Summary of Benefits using the Progress Partners CVM Approach



Progress Partners – Business Services Introduction

Progress Partners is a Business Strategy, Strategic Marketing and New Business Development Consultancy. We specialise in delivering solutions across 4 primary areas;

1. CUSTOMER STRATEGY DEVELOPMENT

- Strategic Insights, Market & Customer Segment expertise & Customer Value Management Strategy Development.

2. BUSINESS MODEL DESIGN & DEVELOPMENT

- Multi-Sector expertise in Business Model Design & Development to maximise business, financial and customer outcomes.

3. VALUE PROPOSITION DEVELOPMENT

- New Product, Channel & Service Value Proposition development experience across multiple markets, sectors and product types.

4. MARKETING & COMMUNICATIONS STRATEGY

- Extensive Brand Design & Development, Positioning and Marketing expertise to maximise impact and effectiveness.



Progress Partners - Core Consulting Team

- Kevin Decker - Managing Partner (Customer Strategy & Business Model Development)

Kevin is a highly qualified Business Strategy, Marketing and New Business Development professional. A business professional with cross-industry experience in Property, Financial Services and FMCG. Over 20 years of senior management experience across a range of strategic, functional and general management roles in 5 top tier organisations. Kevin has a proven capability in designing, developing and implementing new business, product and channel propositions into multiple segments and markets.

- Mike Crisp - Analytics Partner (Customer Insights & Database Analytics)

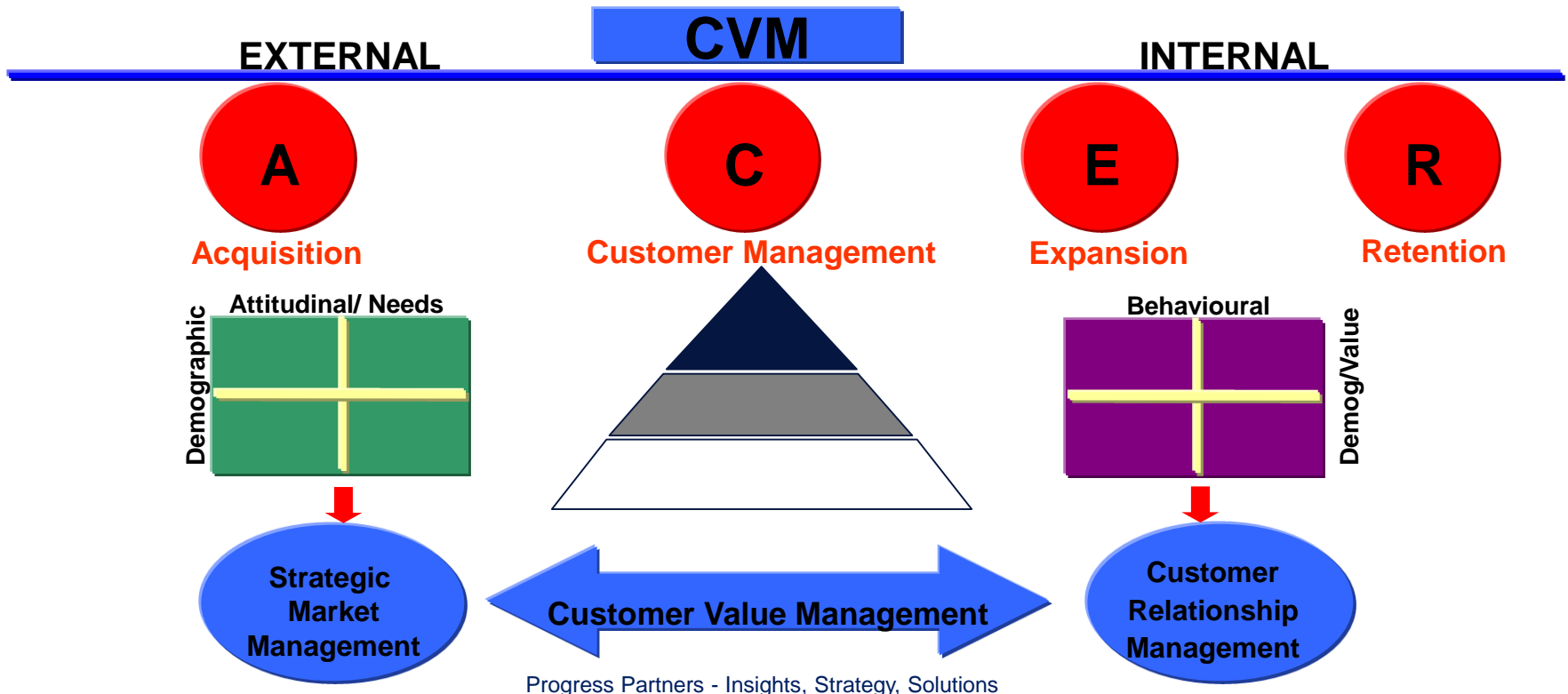
Mike is highly experienced in marketing information development , business intelligence and advanced customers analytics. For the past 25 years Mike has principally worked in the banking and financial services industries. For the past 6 years he has had very extensive complex analytics experience in the Corporate, SME and Retail banking sectors in Asia.



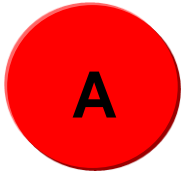
CVM Framework – The CVM Framework helps to develop the right type of Customer Strategy approach for the right purpose

The CVM Framework is used to develop overall Segmentation Models & Specific Focused Segment objectives, strategies and action plans for purpose of:

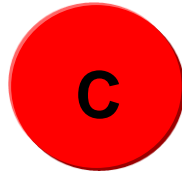
- Acquiring the most profitable and highest growth customers,
- Developing appropriate Customer Management models to manage customers profitably,
- Expanding share of wallet and Retaining the most valuable customers.



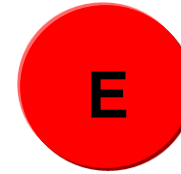
Customer Value Management



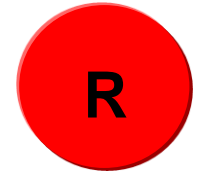
Acquisition



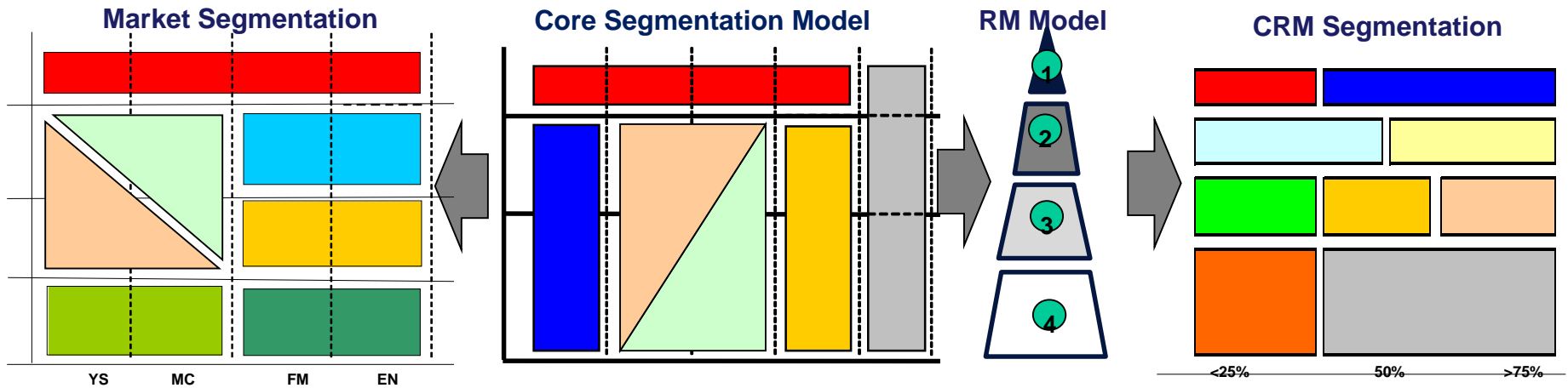
Customer Management



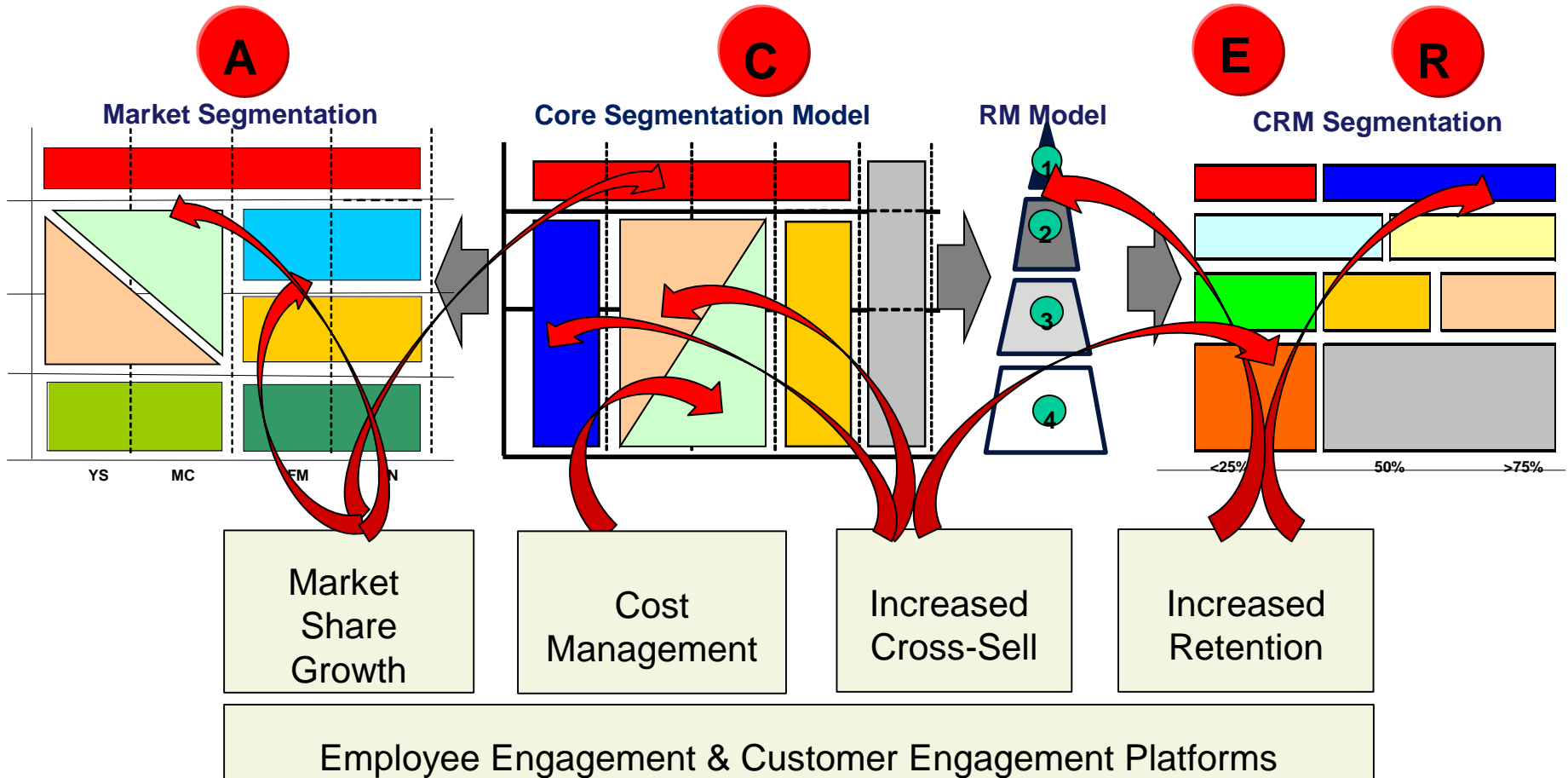
Expansion



Retention

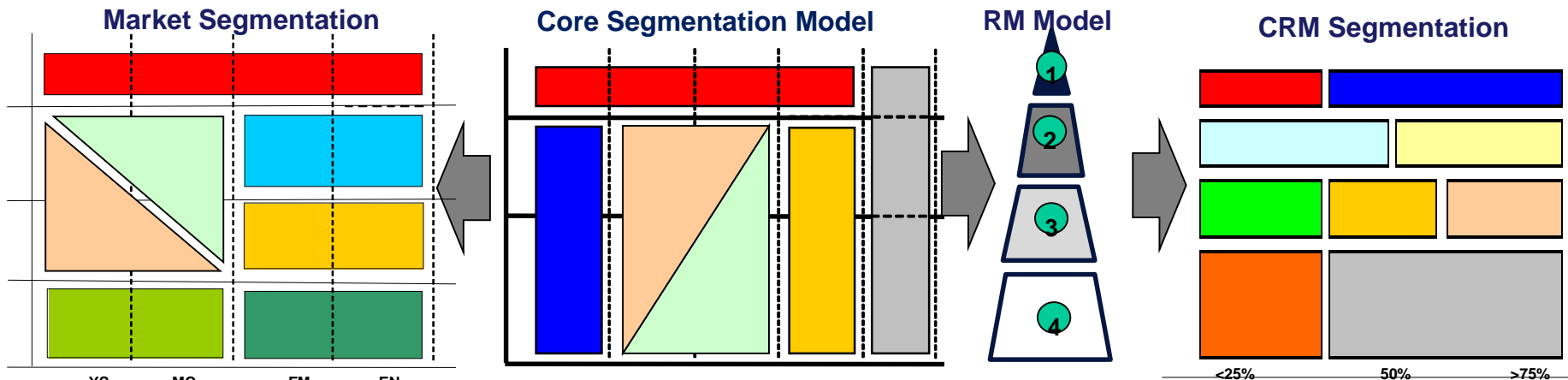


CVM Strategy Focus – The CVM Framework helps develop overall Customer Strategy direction and alignment to business priorities



The Segmentation Model & Operational CVM Architecture will provide good alignment & customer centric marketing & sales direction to Core Business Strategic Priorities

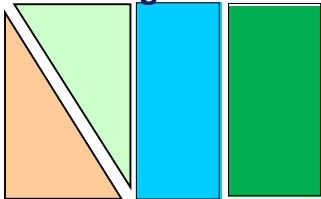
Customer Architecture – The CVM Architecture also helps prioritise implementation and develop focus portfolio strategies



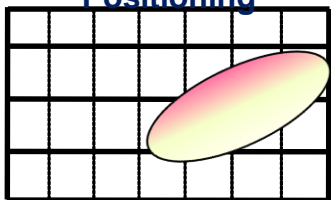
A

Acquisition

Sub-Segmentation

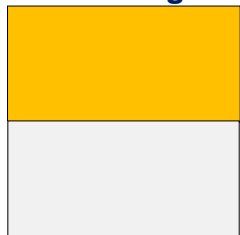


Segment VP Positioning



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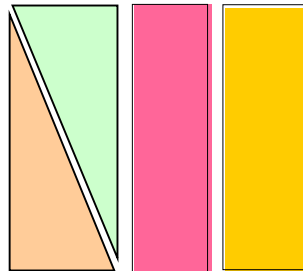
Segment Offering



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Focus Portfolio Strategies

Segment Focus Channels

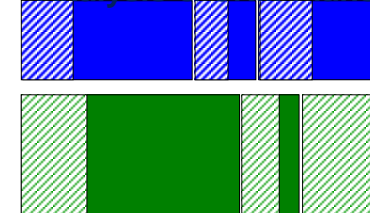


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Segment RM Model



Segment Behavioural Analysis & CRM Plans



	Expansion	Retention
Product		
Channel		

C

Customer Management

E

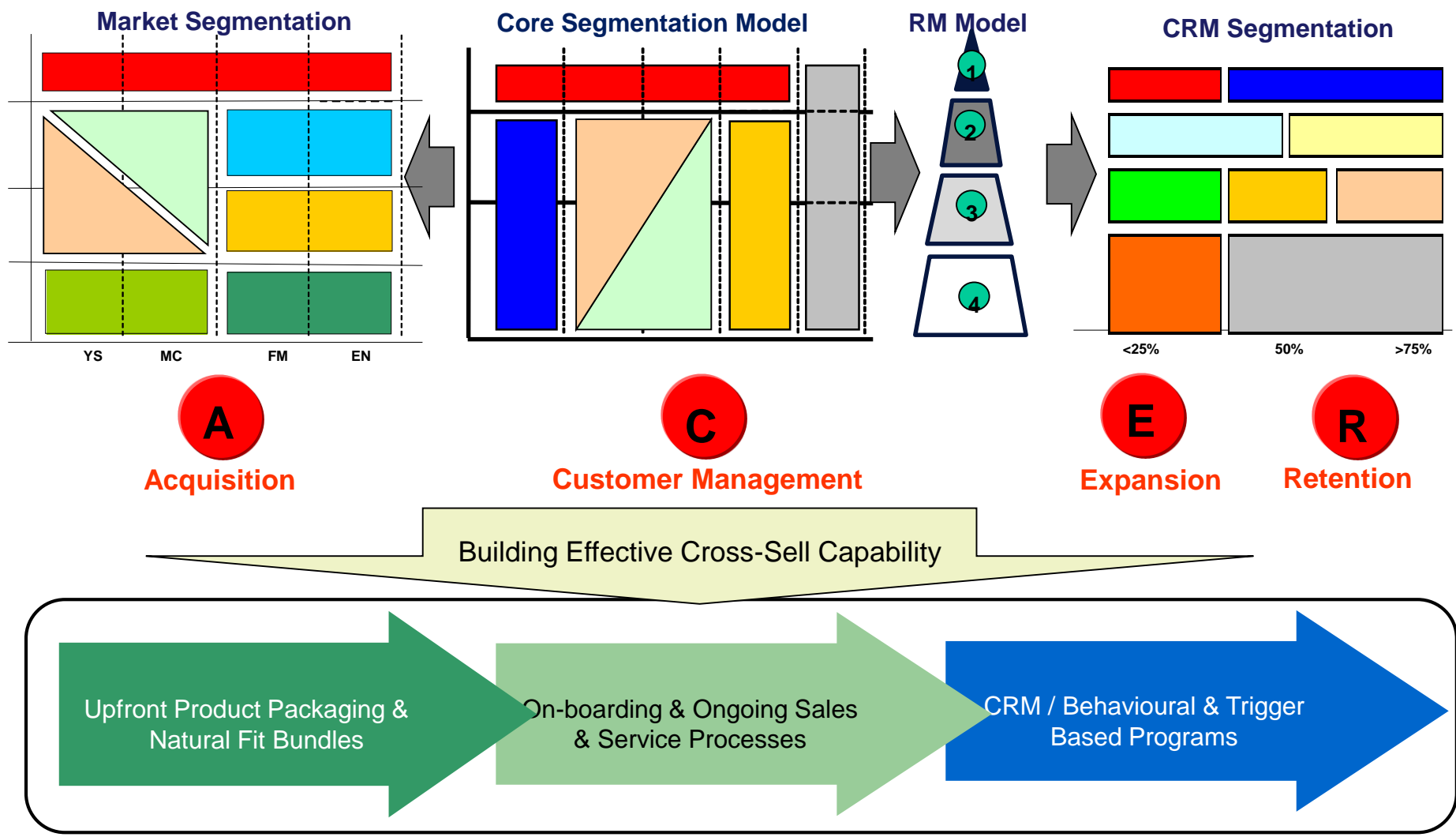
Expansion

R

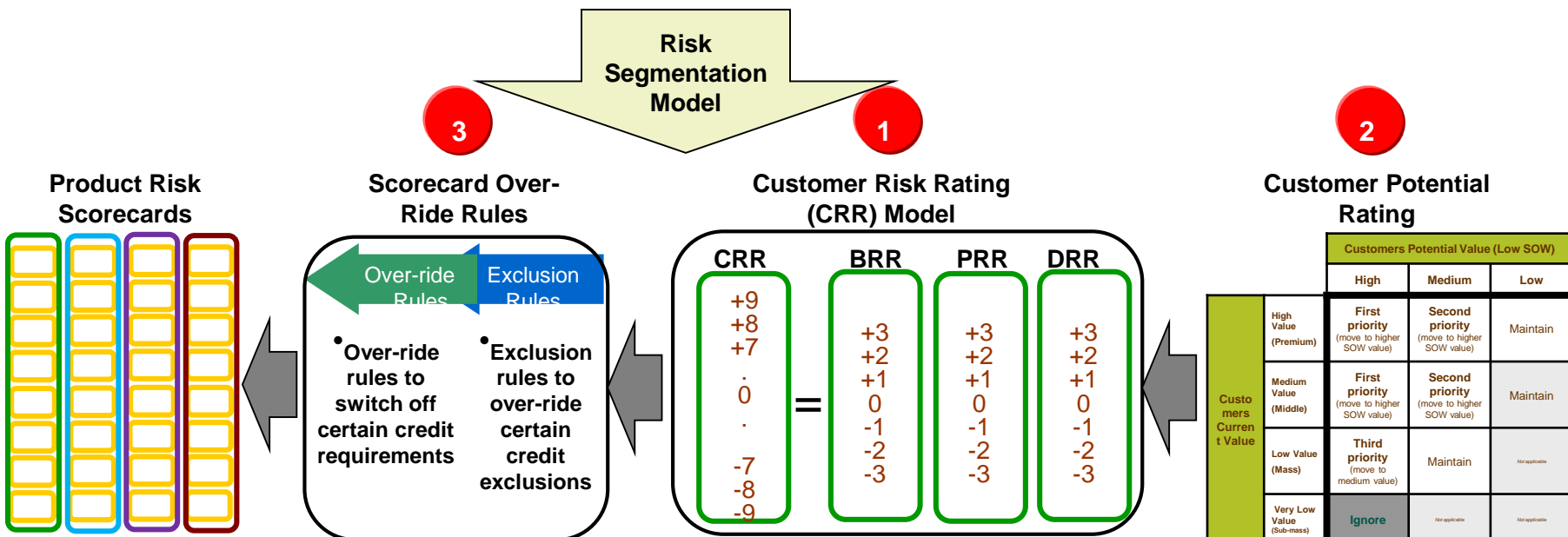
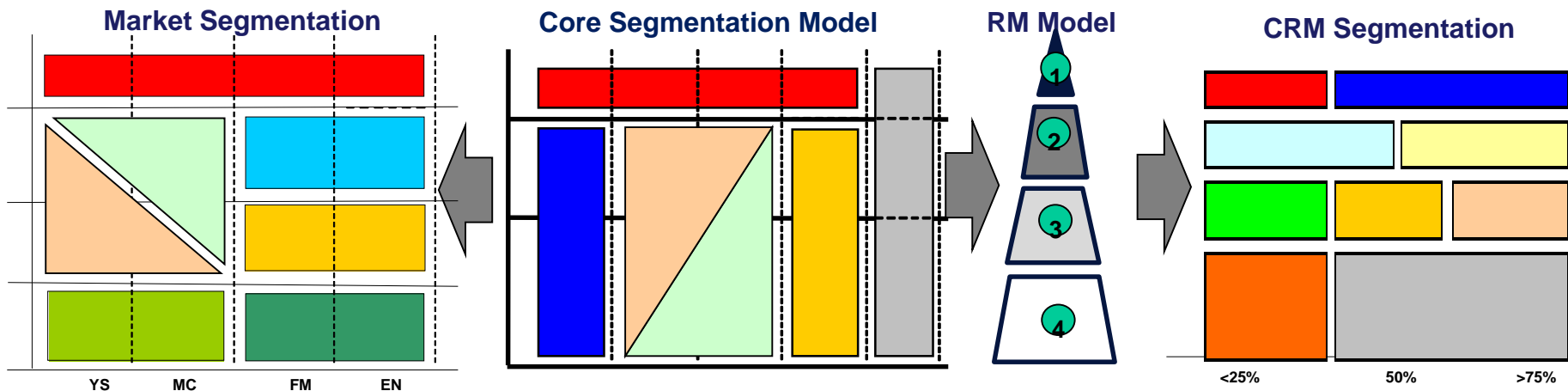
Retention



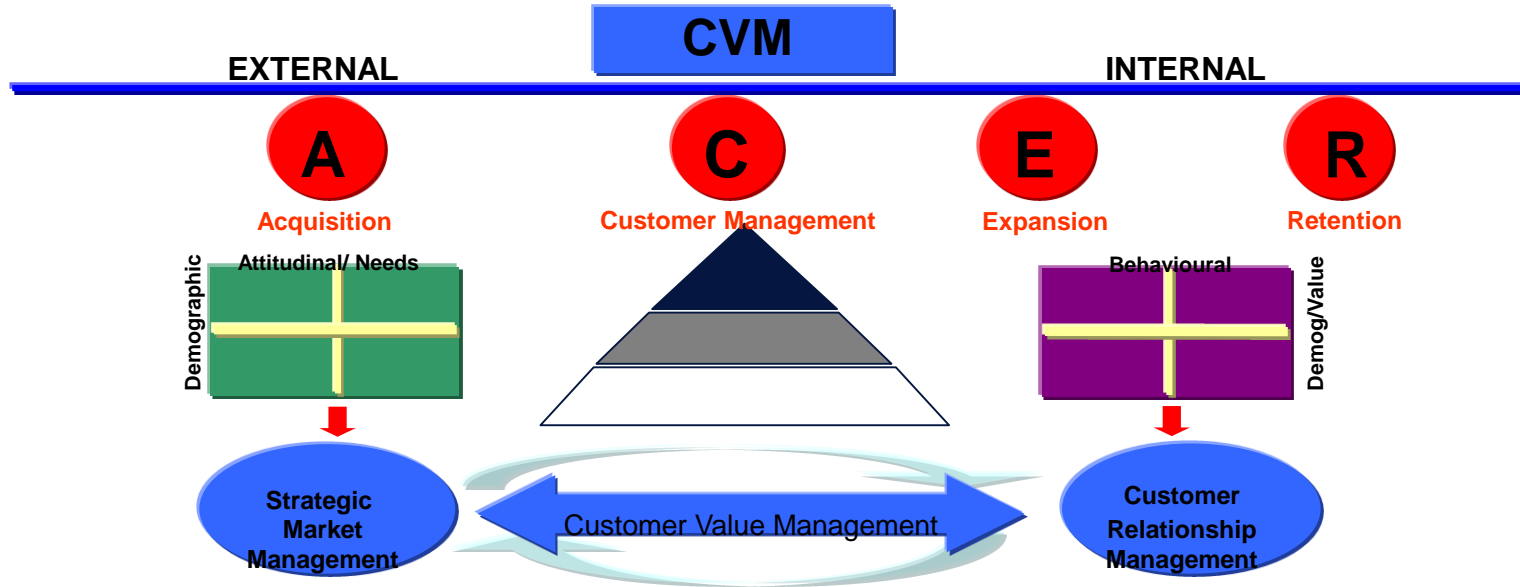
Cross Sell Program Capability – The CVM Framework also helps us structure and develop Integrated Cross-Sell Programs...



Customer Risk Management – The CVM Framework also helps to define and direct the Customer Risk Management Models...



In Summary – Our integrated and structured approach to Customer Value Management will help effectively grow customer value



Our CVM Framework (ACER Model) provides us with a practical and logical framework to plan and implement effective Customer Value Growth Programs to achieve the following:

- To acquire the most profitable and highest growth customers
- To develop appropriate customer relationship models to manage customers profitably
- To expand share of wallet and increase profitability
- To retain most valuable customers ensuring sustainable profitability

Insights, Strategy, Solutions



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