

BACKGROUND & ASSESSMENT



IMPROVE
CUSTOMER
LIFETIME VALUE

Market screening and research for an overview of **successful project examples** and **best practices** of transformation projects in the area of "**Customer Experience & Data Analytics**".

1

How do global best practice companies improve the understanding of and communication with customers?

2

Which examples of successful projects & use cases are there?

3

How have best-practice companies implemented these successful transformation projects?

IDENTIFIED TRENDS & BEST PRACTICES

TOWARDS A CUSTOMER-CENTRIC ORGANIZATION

Successful transformation projects to increase customer centricity combine the elements of **customer strategy, technology & analytics, customer experience** and **organization, processes** and **“mindset”**/customer centric culture.

- BEST PRACTICE CASE 1: Customer Lifetime Analyse & Segmentation
- BEST PRACTICE CASE 2:
- BEST PRACTICE CASE 3:



BEST PRACTICE CASE 1: CUSTOMER LIFETIME ANALYSE & SEGMENTATION




 CHALLENGE & GOALS

- Increasing customer value through customer analytics
- Improvement of customer understanding and customer communication
- Increased sales performance through data-driven & customer-centric organization

 PROJECT APPROACH & PROCEDURE

- Integration of strategic, organizational, process-related and technological aspects
- Innovative and integrated methods of customer centricity (use cases, value, potential, lifecycle, relationship, UX)

 RESULTS

- Implementation of a data-analytical way of thinking & method for the evaluation and control of customers
- Data strategy and technology to measure customer value
- Establishment of agile structures & processes