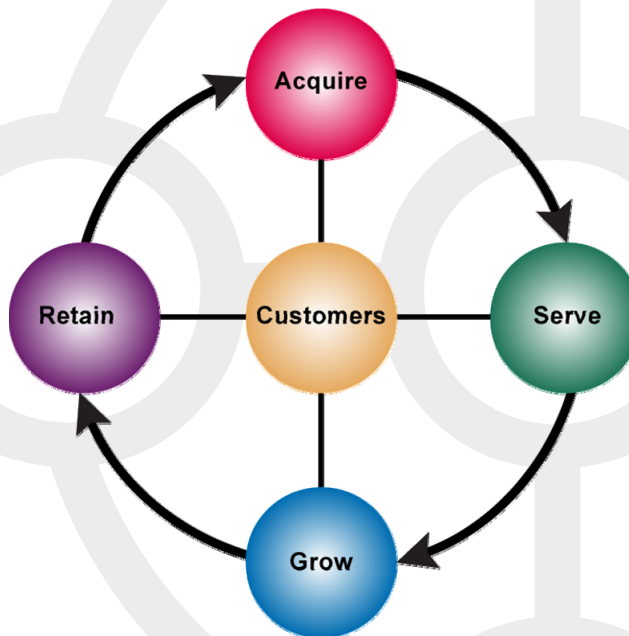**Customer Lifecycle, LLC**
integration • insight • innovation

Customer Lifecycle
Consulting and Research Applications

At Customer Lifecycle, LLC, we believe that the purpose of information is to provide companies with keen insight into their markets and people. Clients use our consulting, research support and deployment experience around the customer lifecycle – acquisition, service, growth and retention – to improve their business outcomes. Each stage in the customer lifecycle has its own unique challenges and solutions to address specific business issues.

One of the major benefits of the customer lifecycle approach is that it offers not only a comprehensive, integrative and holistic approach to planning, research and its subsequent implementation strategies, but also focuses on individual areas of the customer lifecycle to provide the integration and leverage that create opportunities for innovation and differentiation. Outlined on the following pages are some typical consulting areas and research applications that may be used at various stages of managing the customer lifecycle.

"think what no one else has thought"

Consulting and research solutions around stages of the customer lifecycle

Acquire

- **Find & Label Prospects**
  - Segmentation & market characterization
  - Segment needs analysis
  - Profiling
- **Competitive Marketing Positioning**
  - Quality, value, price
  - Perceptions & trends
  - Emerging players
- **Channel Management Services**
  - Identify alternative sales channels
  - Identify customer value proposition
  - Distribution channel effectiveness
- **Campaign Effectiveness**
  - Beyond buy/not buy into reasons why/why not
  - Advertising & campaign effectiveness
- **Product/Service Bundles**
  - New product/service development
  - Media effectiveness & message impact
  - Brand positioning & image assessment

Serve

- **Loyalty Globally, Regionally, by Segment**
  - Customer loyalty
  - Employee loyalty & linkage to customer loyalty
  - Service evaluation
  - Performance benchmarking
  - Research audits
  - Voice of the customer forums
- **Needs Assessment**
- **New Product/Service Development & Optimization**
- **Channel Effectiveness**

continued

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Grow

- ■ **Modeling/Targeting**
  - – Product/service penetration models
  - – Revenue forecasting
  - – Next most likely to purchase model
  - – Product/service bundles
  - – Price elasticity
  - – Cross-industry analysis
  - – Brand value assessment
- ■ **Product Potential**
  - – Concept testing
  - – Revenue projection
  - – Time to market
  - – Feature bundling
  - – Product trials
  - – Test market trials

Retain

- ■ **Churn Management Predictive Modeling**
  - – Revenue
  - – Next most likely to buy
  - – Marketing mix optimization
- ■ **Intervention Strategies**
  - – Competitive assessment
  - – Lost customer evaluations
  - – Benchmarking
  - – At risk customer predictive modeling
  - – Loyalty
  - – Product/service evaluation
  - – Strength & weakness assessment

For more information on how you and your company can benefit from Customer Lifecycle Management and leverage customer information from each phase of the relationship to improve your marketplace results, please contact one of our principals or visit our web site at www.customerlifecycle.us.

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