



جامعة بغداد
كلية الإدارة والاقتصاد
قسم إدارة الأعمال / الدراسات
العليا

بناء علاقات الولاء طويل الأجل

Creating Long-term Loyalty Relationships

محاضرة مقدمة بإشراف

الأستاذ الدكتور سعدون حمود

وهي جزء من متطلبات مادة إدارة التسويق

إعداد:

الطالب مصطفى محمود

دكتوراه - الفصل الأول

Lecture objectives

After viewing and reviewing the lecture, taking the supervisor's etides and the students discussing, we expect to be able to answer the following questions:

- ▶ What are customer value, satisfaction, and loyalty, and how can companies deliver them?
- ▶ What is the lifetime value of customers, and how can marketers maximize it?
- ▶ How can companies attract and retain the right customers and cultivate strong customer relationships?
- ▶ What are the pros and cons of database marketing?



Building Customer Value, Satisfaction, and Loyalty

- The only value your company will ever create is the value that comes from customers—the ones you have now and the ones you will have in the future. Businesses succeed by getting, keeping, and growing customers. Customers are the only reason you build factories, hire employees, schedule meetings, lay fiber-optic lines, or engage in any business activity. Without customers, you don't have a business.



Customer-perceived value (CPV)

- Customer-perceived value (CPV) is the difference between the prospective customer's evaluation of all the benefits and all the costs of an offering and the perceived alternatives.
- Total customer benefit is the perceived monetary value of the bundle of economic, functional, and psychological benefits customers expect from a given market offering because of the product, service, personal, and image.
- Total customer cost is the perceived bundle of costs customers expect to incur in evaluating, obtaining, using, and disposing of the given market offering, including monetary, time, energy, and psychological costs



Customer value analysis

➤ Customer value analysis in steps :

- 1. Identify the major characteristic and benefits customers value.
- 2. Assess the quantitative importance of the different attributes and benefits.
- 3. Assess the company's and competitors' performances.
- 4. Examine how customers in a specific segment rate the company's performance against a specific major competitor on an individual attribute or benefit basis.



Total Customer Satisfaction

- Total Customer Satisfaction In general, satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations. If the performance falls short of expectations, the customer is dissatisfied. If it matches expectations, the customer is satisfied. If it exceeds expectations, the customer is highly satisfied or delighted.



Maximizing Customer Lifetime Value

- Ultimately, marketing is the art of attracting and keeping profitable customers.
- The well-known 80–20 rule states that 80 percent or more of the company's profits come from the top 20 percent of its customers.
- Some cases may be more extreme—the most profitable 20 percent of customers may contribute as much as 150 percent to 300 percent of profitability.
- The least profitable 10 percent to 20 percent, can actually reduce profits between 50 percent to 200 percent.



Customer relationship management (CRM)

- ▶ **Customer relationship management (CRM)** is the process of carefully managing detailed information about individual customers and all customer “touch points” to maximize loyalty.



Attracting and Retaining Customers

- Campaigns that target loyal customers often also attract new customers.
- Too many companies suffer from high customer defection. Adding customers here is like adding water to a leaking bucket.
- To reduce the defection rate, the company must:
 - Define and measure its retention rate.
 - Identify the causes of customer attrition and identify those that can be managed better.
 - Compare the lost customer's lifetime value to the costs of reducing the defection rate.



Customer Databases and Database Marketing

➤ Advantages:

- To identify prospects.
- To decide which customers should receive a particular offer
- To deepen customer loyalty
- To reactivate customer purchases
- To avoid serious customer mistakes



Customer Databases and Database Marketing

➤ Disadvantages

- Some situations are just not get to database management.
- Building and maintaining a customer database requires a large, well-placed investment in computer hardware, database software, analytical programs, communication links.
- It may be difficult to get everyone in the company to be customer oriented and use the available information.
- Not all customers want a relationship with the company.
- The assumptions behind CRM may not always hold true.



Business Markets and Business Buyer Behavior

➤ Business Markets

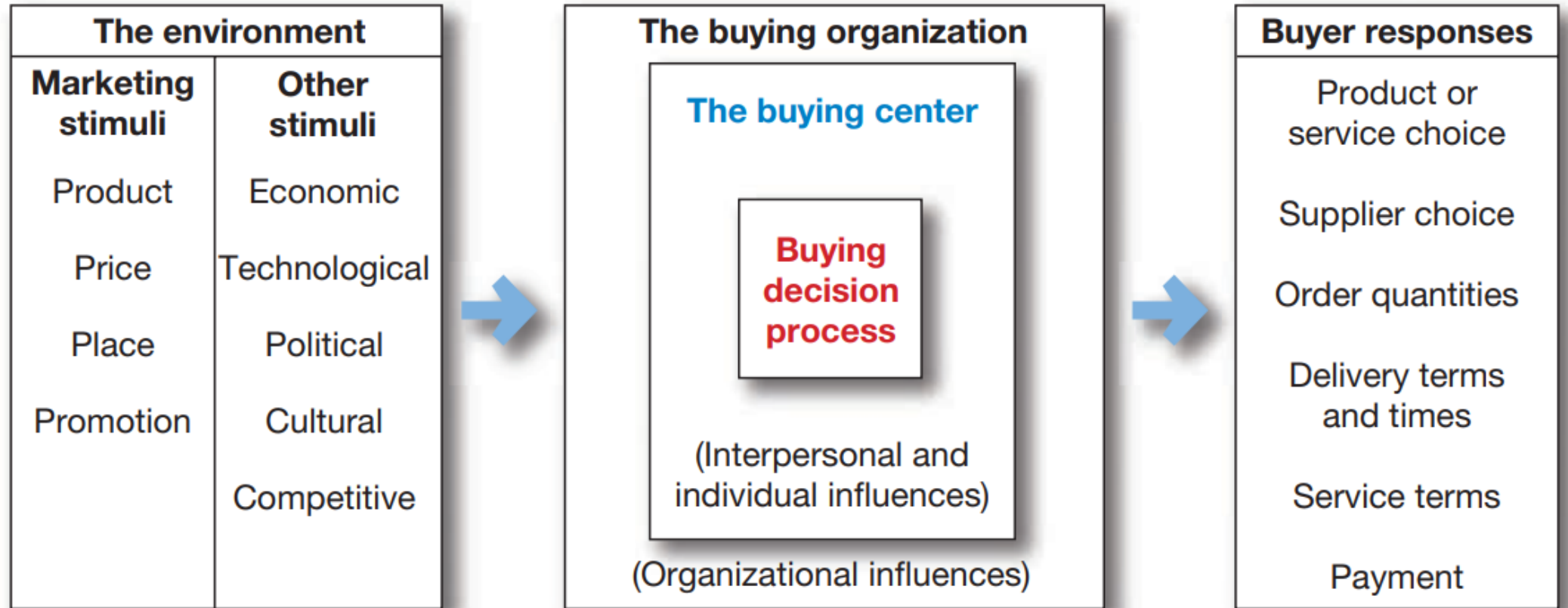
- The business market is huge. In fact, business markets involve far more dollars and items than do consumer markets.

➤ Nature of the Buying Unit

- Compared with consumer purchases, a business purchase usually involves more decision participants and a more professional purchasing effort.



Business Buyer Behavior

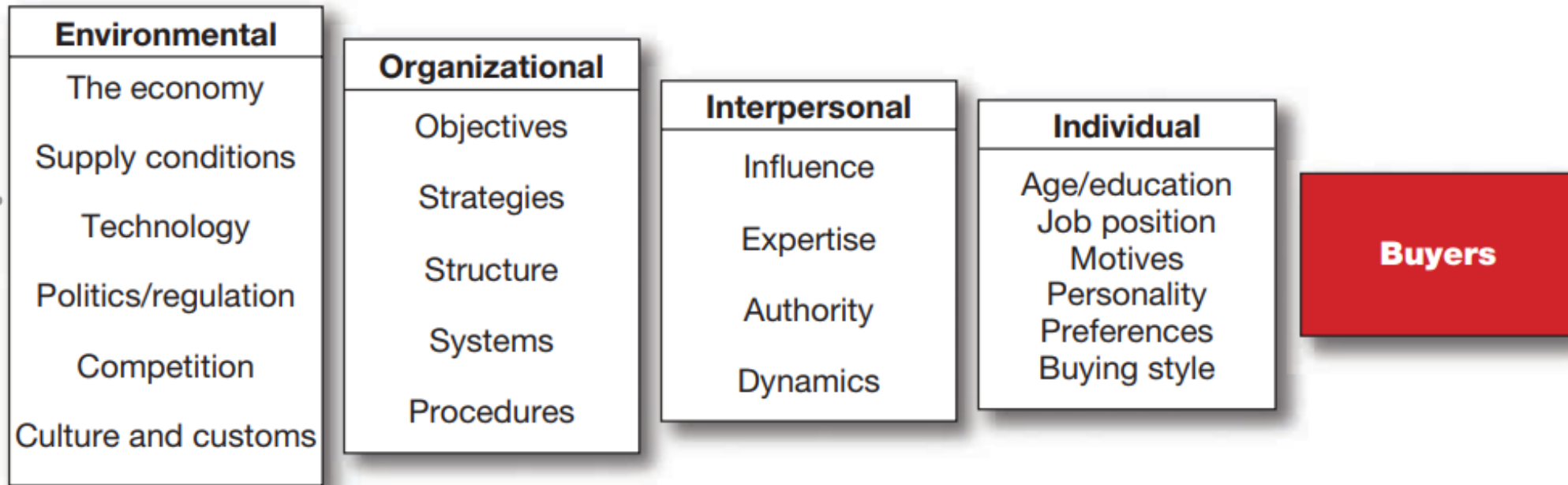


Buying center

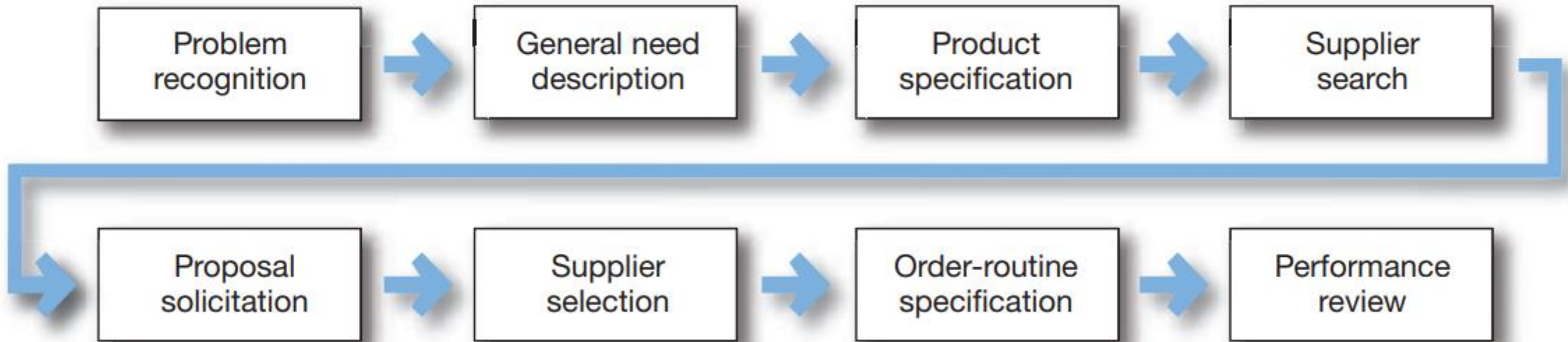
- **Buying center** is individuals and units that play a role in the purchase decision-making process.
 - **Users** Members who will actually use the purchased product or service.
 - **Influencers** People affect the buying decision; like evaluating alternatives.
 - **Buyers** People who make an actual purchase.
 - **Deciders** People who have formal or informal power to select final suppliers.
 - **Gatekeepers** People who control the flow of information to others.



Major Influences on Business Buyers



The Business Buyer Decision Process



B to B - Digital and Social Media Marketing

In response to business customers' rapid shift toward online buying, today's B-to-B marketers are now using a wide range of digital and social media marketing approaches—from websites, blogs, mobile apps, e-newsletters, and proprietary online networks to mainstream social media such as Facebook, LinkedIn, YouTube, Google+, and Twitter—to engage business customers and manage customer relationships anywhere, anytime.



Institutional and Government Markets

The institutional market consists of schools, hospitals, nursing homes,, and other institutions that provide goods and services to people in their care. Institutions **differ** from one another in their sponsors and their objectives.



Government Markets

- ❖ The government market offers large **opportunities** for many companies, both big and small. In most countries, government organizations are major buyers of goods and services.
- ❖ To succeed in the government market, sellers must **locate key decision makers**, identify the factors that affect buyer behavior, and understand the buying decision process.
- ❖ Government buying and business buying are **similar** in many ways. But there are also **differences** that must be understood by companies that wish to sell products and services to governments



Thanks
For attention

