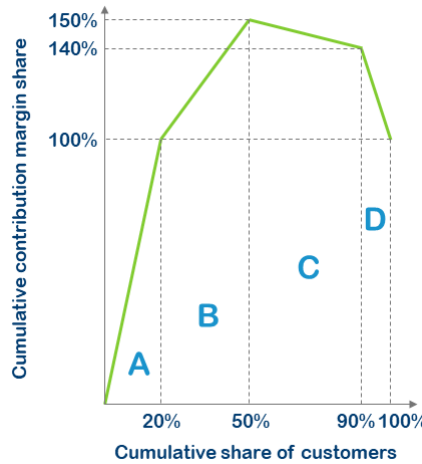


ANALYSIS CUSTOMER VALUE



Source: Martin Nitsche, Solveta

A	Customers with high contribution margin (typical: 20% of customers result in 100% of total contribution margin).
B	Customers with still positive contribution (often approx. 30% of the customer base)
C	Customers with no or a slightly negative contribution (often just under half of customers)
D	Customers is a significantly negative contribution (5 - 10% of customers)

We sort the good ones into the pot, the bad ones into the crop.

Initial situation

Step 1:
Segmentation

Result:
e.g. 5



Special measures are defined for each customer group on the basis of purchasing behaviour or customer value.

LESS IS MORE!

Take more time for your important customers

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This is possible



- Better control of
 - o the sales force
 - o the sales- and marketing budgets
- Better decisions and self-organisation in the company
- Hello, good customer! Bye, bad customer!
- more focus and time for the desired customers

It is intended for

- Managing director, board members
- 2nd management level



What we offer



- use of simple, effective and comprehensible methods for segmentation
- Performance of the analyses and presentation of the results
- Suggestions for a kit of measures for sales, marketing and service
- Education and training for personal development

What we need from you

- Workshop for rough process cost analysis
- Provision of data for analysis
- Description of the data structures
- Contact person for analysis and project coordination



Effect



- 20-30% fewer customers
- more time for the important customers

