

# Parcus Group

## Customer Value Management

### TRAINING COURSE OUTLINE

#### LEARN



TELECOMSPECIALISED  
TRAINING COURSES



#### IMPROVE



INCREASED STAFF  
PRODUCTIVITY AND  
COLLABORATION



#### GROW



IMPROVED PERFORMANCE  
AND FASTER GROWTH



- **Overview of Telecom Customer Value Management (CVM)**
- **Introduction to CVM Concepts**
- **CVA Ratios & Customer Experience Management (CEM)**
- **Net Promoter Score (NPS)**
- **CVM Data Analytics Overview**
- **CVM Practical Implementation Steps**

## Training Course Overview

This course is a comprehensive program tailored to the requirements of telecom operators. It provides an in-depth overview of Customer Value Management as well as practical implementation steps.

### Course Modules Breakdown (Example 2 Day Course)

Module	Short Description
<b>Day 1</b>	
Company strategy and Customer Value Added (CVA) Ratio	CVA and development of corporate strategy, competitive advantage and marketing strategies options. Intersect with MBM.
CVA ratio and EVA ratios	CVA and EVA introduction and calculation formulas
Relationship of CVA to market share	CVA relationship to market share. Other tools for market size, market demand and market share
Slippery slope tool	Overview of slippery slope tool (link of repeat purchases to CVA)
CEM and NPS	Customer experience management and Net Promoter Score
Customer value map tool	Tool intro and usage including practical exercises
Strategic market assessment	Strategic market assessment of products relevant to market positioning strategies
Attributes tree tool and CVA competitive profile	Worth what paid for – development of key attributes. Weight based products attributes development with Kano method.
Survey development techniques	Survey development techniques relevant to CVM – how to gather CVM data via customer surveys.
Markets segmentation	Needs based market segmentation and other market research
Marketing campaigns ROI	Marketing ROI (segment and campaigns profitability analysis)
<b>Day 2</b>	
Value based customer product pricing & forecasting	Value based customer questionnaire and pricing tool. Incl. practical examples and exercises.
Customer experience Management	Evolution of CEM, business processes and impact of customer experience
Waterfall of needs (customer touch points)	Development of company business processes from customer touch points perspective.
Implementing CVM	CVM Success Metrics - CVM strategy, execution and marketing, CVM best practices, building the CVM team
CVM success metrics	CVM strategy, execution and marketing
Introduction to statistical data analysis	Probability, correlation, regression, multi-variable regression analysis, comparing two means and other analysis tools
CVM data analytics	CVM data analytics four pillars: Adding new customers, Retain customers (reduce churn), Sell more to existing customers (BTL and data analytics methods), Reduce risk (credit risk analytics)
Product Lifecycle and CVM	Product lifecycle and interaction with market share, growth, competitive offers and segments
Key marketing methods and Tools	Detailed exploration of ATL/BTL incl. product bundling options, internet and social media marketing, outdoor advertising