

Maximising Client Lifetime Value

Segment accounts based on your market and growth strategy.

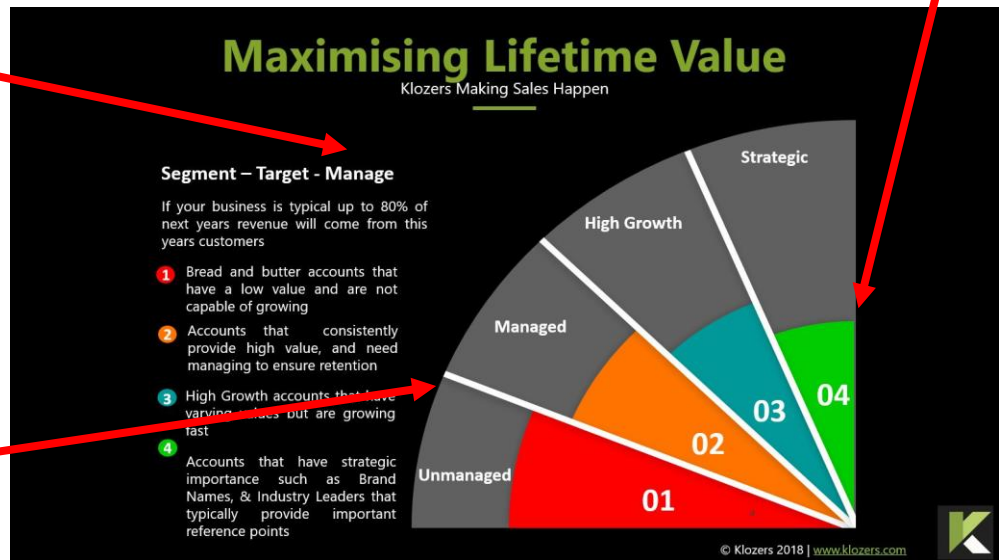
Use Strategic Account Plans to move up the supplier value chain and demonstrate strategic value.

Use structured cross & upselling to maximise revenues.

Optimise your resources and reduce customer churn

SEGMENT

Segment at prospect stage & deploy account based marketing.



LOCK IN CUSTOMERS & LOCK OUT YOUR COMPETITION

Provide a system and framework for sales people to follow & management to track & measure.

Customise service levels to maximise engagement and revenue.

Use loyalty & retention programmes to deepen brand engagement.

