We think customer life cycles.

CUSTOMER
CustomerLifetime House®

Acquisition KPIs

Relationship & Dialog KPIs

Churn KPIs

Acquisition incl. Sales cycles

Relationship Management

Churn

Analysis & Learnings

INTELLIGENCE
Market- & Customer Insights

EXECUTION
Activities for NEW and EXISTING customers

COMMUNICATION
Customer and target group relevant communication

Planning
Marketing- and Sales Planning

Customer and target group relevant communication

Customer Lifecycle Management
We think customer life cycles.

**CUSTOMER Lifetime House®**

**INTELLIGENCE**
- Execution Enabling
- Customer trends
- Competitors' analysis
- Industrial mergers

**CUSTOMER INSIGHTs:**
- Customer behaviour,
- Customer satisfaction,
- Complaints,
- Migration potential,
- Reference handling,
- Recommendation,
- Loyalty

**EXECUTION**
- Campaigns for NEW customers:
  - Welcome concept
  - Lead generation & management
  - Trainings
  - Promotions
  - Special offers
  - Events
  - Partnering
  - Cooperations
- Campaigns for EXISTING customers:
  - Dialog marketing
  - Promotions
  - Events
  - Partnering
  - Retention & winback offers

**ANALYSIS & LEARNINGS**

**COMMUNICATION**
- Execution Enabling
  - Strategic brand management
  - Operational MarComms
  - CI/DC-maintenance

**PLANNING**
- Marketing- and Sales Planning

**ACQUISITION** incl. Sales cycles

**RELATIONSHIP MANAGEMENT**

**CHURN**

**CAC, gross adds, leads, time to market**

**Net adds, Leads, Campaign response rates, ROI, Share of voice, Share of active customers, CPM, Satisfaction (general, product, support, consulting, complaints, etc.), Loyalty, recommendation rates, retention rates, smile factors**

**CRC winback rate, churn rate**

**MARKET INSIGHT:**
- Customer trends
- Competitors' analysis

**CUSTMERS INSIGHTs:**
- Customer behaviour,
- Customer satisfaction,
- Complaints,
- Migration potential,
- Reference handling,
- Recommendation,
- Loyalty

**Winback rates, churn rate, net adds, leads, campaign response rates, ROI, share of voice, share of active customers, CPM, satisfaction (general, product, support, consulting, complaints, etc.), loyalty, recommendation rates, retention rates, smile factors.**

**Welcome concept & package**

**Lead qual. concept, satisfaction check**

**Strategic brand management and operational MarComms incl. CI/DC-maintenance: campaign layouting, direct mailings, events, partnerings, cooperations, etc.**

**Winback concept & communication**

**Marketing- and sales planning**

**CHURN**

**Relationship management**

**CAC, gross adds, leads, time to market**

**Net adds, leads, campaign response rates, ROI, share of voice, share of active customers, CPM, satisfaction (general, product, support, consulting, complaints, etc.), loyalty, recommendation rates, retention rates, smile factors.**

**CRC winback rate, churn rate**

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