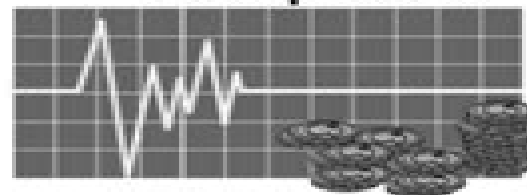


# Measuring and Managing Customer Relationships

## Chapter 6



### QUESTIONS

- 6-1** Nonfinancial measures such as customer satisfaction and customer loyalty are important in managing relationships with customers, but an excessive focus on improving customer performance with only these metrics can lead to deteriorating financial performance. To balance the pressure to meet and exceed customer expectations, companies should also be measuring the cost to serve each customer and the profits earned, customer by customer.
- 6-2** Examples of differences between customers who have high and low costs-to-serve may be drawn from the chapter's Exhibit 6-1, part of which appears below.

<i>High Cost-to-Serve Customers</i>	<i>Low Cost-to-Serve Customers</i>
<ul style="list-style-type: none"> <li>• Order custom products</li> <li>• Small order quantities</li> <li>• Customized delivery</li> <li>• Manual processing; high order error rates</li> <li>• Large amounts of pre-sales support (marketing, technical, and sales resources)</li> <li>• Large amounts of post-sales support (installation, training, warranty, field service)</li> <li>• Pay slowly (have high accounts receivable from customer)</li> </ul>	<ul style="list-style-type: none"> <li>• Order standard products</li> <li>• Large order quantities</li> <li>• Standard delivery</li> <li>• Electronic processing (EDI) with zero defects</li> <li>• Little to no pre-sales support (standard pricing and ordering)</li> <li>• No post-sales support</li> <li>• Pay on time (low accounts receivable)</li> </ul>

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