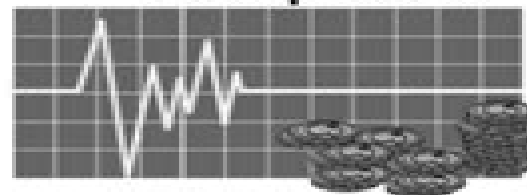


Chapter 6

Measuring and Managing Customer Relationships



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

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Table of Contents Solutions For Management Accounting 6e Ch6 Atkinson

1. Understanding the eBook Solutions For Management Accounting 6e Ch6 Atkinson
 - The Rise of Digital Reading Solutions For Management Accounting 6e Ch6 Atkinson
 - Advantages of eBooks Over Traditional Books
2. Identifying Solutions For Management Accounting 6e Ch6 Atkinson
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Solutions For Management Accounting 6e Ch6 Atkinson
 - User-Friendly Interface
4. Exploring eBook Recommendations from Solutions For Management Accounting 6e Ch6 Atkinson
 - Personalized Recommendations
 - Solutions For Management Accounting 6e Ch6 Atkinson User Reviews and Ratings
 - Solutions For Management Accounting 6e Ch6 Atkinson and Bestseller Lists
5. Accessing Solutions For Management Accounting 6e Ch6 Atkinson Free and Paid eBooks

- Solutions For Management Accounting 6e Ch6 Atkinson Public Domain eBooks
 - Solutions For Management Accounting 6e Ch6 Atkinson eBook Subscription Services
 - Solutions For Management Accounting 6e Ch6 Atkinson Budget-Friendly Options
6. Navigating Solutions For Management Accounting 6e Ch6 Atkinson eBook Formats
- ePub, PDF, MOBI, and More
 - Solutions For Management Accounting 6e Ch6 Atkinson Compatibility with Devices
 - Solutions For Management Accounting 6e Ch6 Atkinson Enhanced eBook Features
7. Enhancing Your Reading Experience
- Adjustable Fonts and Text Sizes of Solutions For Management Accounting 6e Ch6 Atkinson
 - Highlighting and Note-Taking Solutions For Management Accounting 6e Ch6 Atkinson
 - Interactive Elements Solutions For Management Accounting 6e Ch6 Atkinson
8. Staying Engaged with Solutions For Management Accounting 6e Ch6 Atkinson
- Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Solutions For Management Accounting 6e Ch6 Atkinson
9. Balancing eBooks and Physical Books Solutions For Management Accounting 6e Ch6 Atkinson
- Benefits of a Digital Library
 - Creating a Diverse Reading Collection Solutions For Management Accounting 6e Ch6 Atkinson
10. Overcoming Reading Challenges
- Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Solutions For Management Accounting 6e Ch6 Atkinson
- Setting Reading Goals Solutions For Management Accounting 6e Ch6 Atkinson
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Solutions For Management Accounting 6e Ch6 Atkinson
- Fact-Checking eBook Content of Solutions For Management Accounting 6e Ch6 Atkinson
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development

- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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