

Customer Portfolio (Capability)

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1. Role Definition

Maintain a portfolio of view of the customer base with key customer data and consolidated activity details to support profitability and performance analysis across many possible customer segment dimensions

2. Example of Use

Business development review customer segment performance in order to target customer relationship management priorities

3. Executive Summary

Maintain a portfolio of analytical views of the customer base to support customer segment profitability and performance analysis

4. Key Features

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- Consolidate customer relationship performance data
- Obtain comparative market research on customer relationship profitability
- Conduct analysis of customer segment performance
- Propose initiatives to improve customer segment performance

Documentation

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Properties

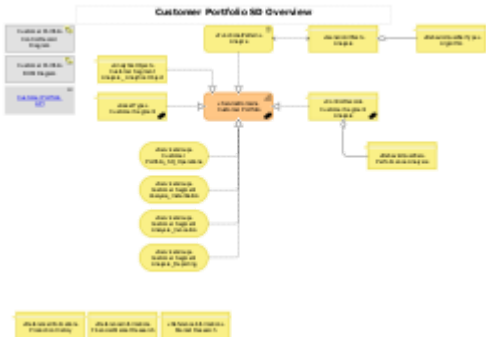
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Property	Value
Service Domain	
API BIAN Portal	Customer Portfolio API (https://app.swaggerhub.com/apis/BIAN-3/CustomerPortfolio/12.0.0)
Core Business Object	 Customer Portfolio (object_26.html?object=38001)
Individual Analytics	customerSegmentAnalysisAccumulators customerSegmentAnalysisActivityAnalysis customerSegmentAnalysisPerformanceAnalysis customerSegmentAnalysisTrends&Events
Portfolio Analytics	customerSegmentAnalysisPortfolioActivityAnalysis customerSegmentAnalysisPortfolioMake-UpAnalysis customerSegmentAnalysisPortfolioPerformanceAnalysis
Scenarios	 Analyse Customer Segment Performance (views/view_55046.html)
Service Role	Maintain a portfolio of view of the customer base with key customer data and consolidated activity details to support profitability and performance analysis across many possible customer dimensions
BIAN Life Cycle	
Registration Status	Registered
Stereotypes	
stereotype	ServiceDomain

Appears on

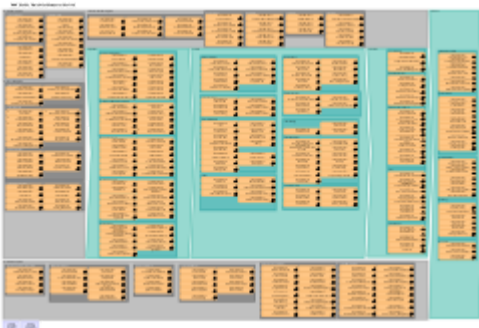


(views/view_50719.html)



Customer Portfolio SD Overview

(views/view_51705.html)



BIAN Service Landscape V12.0 Value Ch...

(views/view_51891.html)



BIAN Service Landscape V12.0 Matrix Vi...

Relations



aggregated
by



- Business Analysis (object_25.html?object=130086)
- Wave 3 (object_25.html?object=153743)
- Marketing And Development (object_25.html?object=171926)

is equal to







Customer Portfolio (object_37.html?object=43360)

is part of



Business Analysis (object_25.html?object=130086)

realized by	 Customer Segment Analysis_Analytics Object (object_25.html?object=111339)  Customer Segment Analysis_Instantiation (object_18.html?object=212965)  Customer Portfolio_SD_Operations (object_19.html?object=212976)  Customer Segment Analysis_Invocation (object_18.html?object=212981)  Customer Segment Analysis_Reporting (object_18.html?object=212983)  Customer Portfolio_SD_Service Group (object_19.html?object=240282)  Customer Segment (object_23.html?object=30814)  Customer Segment Analysis (object_24.html?object=31519)  Re CR Retrieve details about customer segment analysis activity (object_13.html?object=31704)  Ex BQ Execute an automated action against on-going analysis (object_13.html?object=32070)  Ec BQ Accept, reject, verify, etc. customer segment analysis (object_14.html?object=36721)  Rq BQ Request manual intervention to on-going analysis (object_15.html?object=39577)  Re BQ Retrieve details about a specific customer segment performance analysis (object_15.html?object=40141)  Ev CR Evaluate customer segment performance (object_12.html?object=42658)  Rq CR Request manual intervention in the customer segment analysis activity (object_17.html?object=47170)  Up BQ Update details of a specific customer segment performance analysis (object_17.html?object=47187)  Ev BQ Evaluate customer segment performance using a specific type of analysis (object_17.html?object=47313)  Up CR Update settings or content for customer segment analysis activity (object_17.html?object=48118)  Analyze (object_28.html?object=58100)
serves	 Customer Management (object_6.html?object=126743)
triggered by	 Business Development (object_20.html?object=32900)