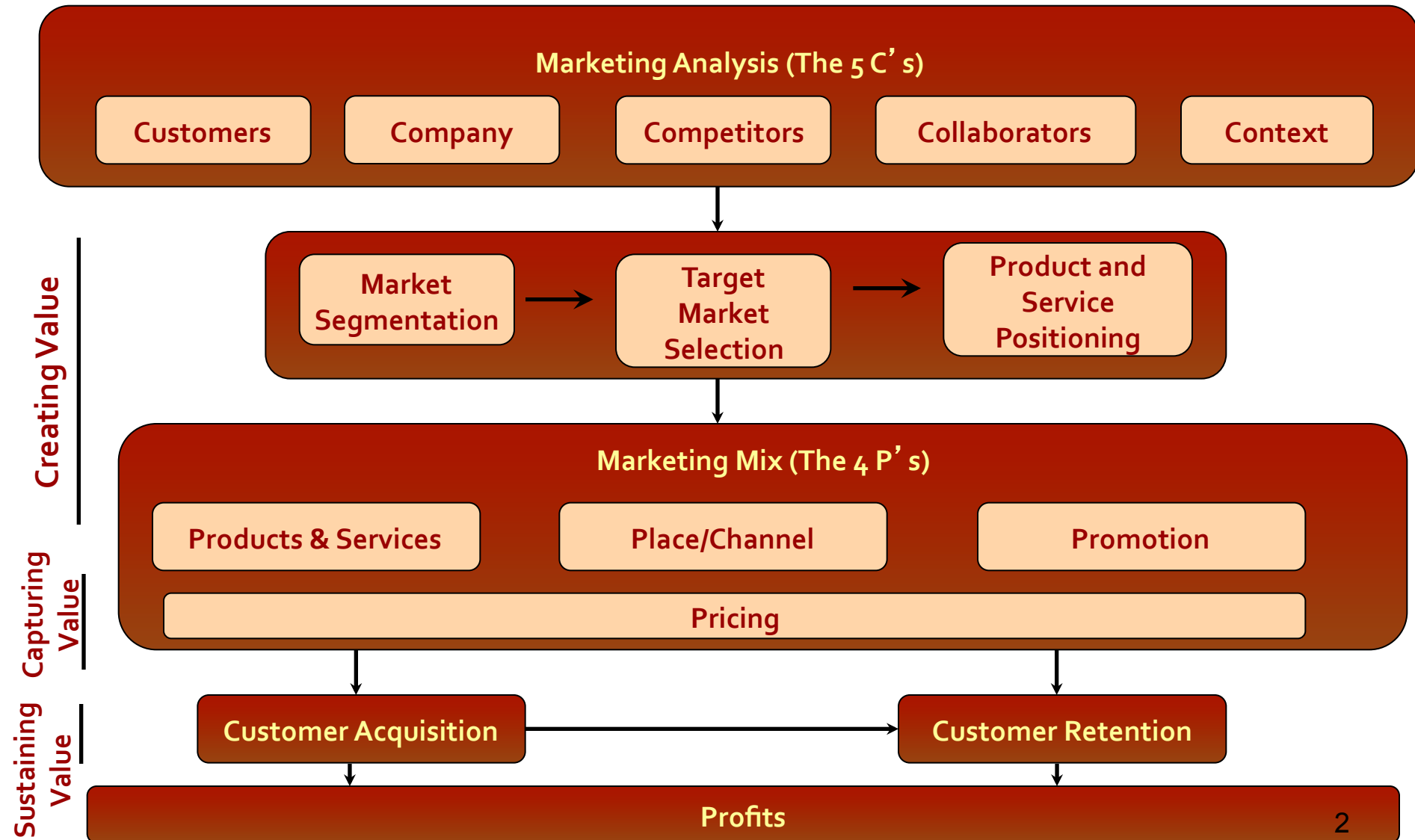


Session 2

Delivering Customer Value And Satisfaction

Marketing Framework

(Source: Dolan, 2000)



Value - Definition

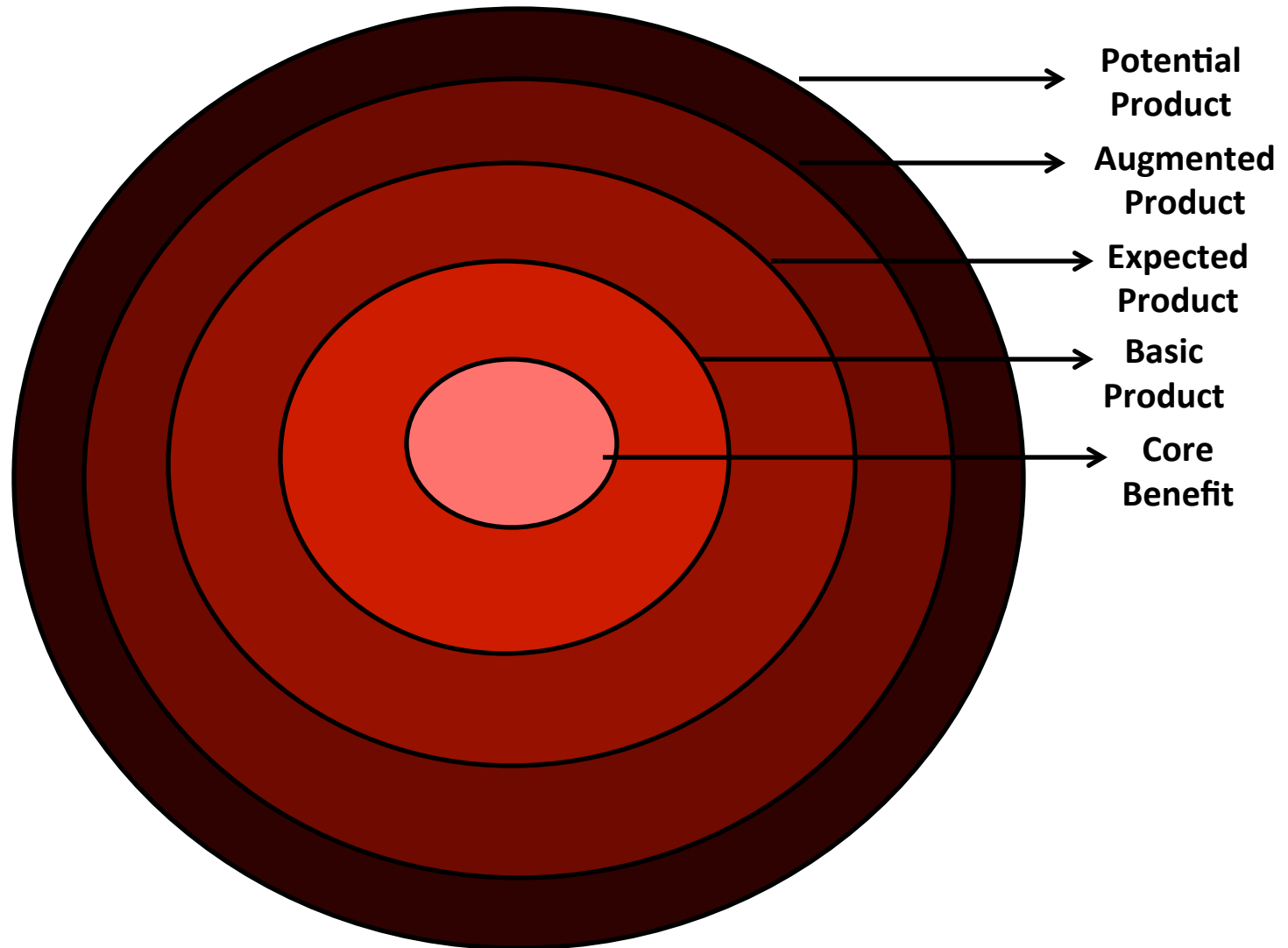
- What is Value?
- How much will you pay for this?



- And this?



Product Levels: The Customer-Value Hierarchy



Value & Related Terms

- **CPV (Customer Perceived Value)**
(The difference between a prospective customer's evaluation of all the benefits and all the costs of an offering and the perceived alternatives)
- **Customer Value Proposition (Cluster of benefits)**
E.g. Colgate? Volvo?
- **Unique Selling Proposition (USP)**
E.g. You get fresh, hot pizza delivered to your doorsteps in 30 mins. or less or it's free??
- **Customer Satisfaction**
- **Customer Dissatisfaction**
- **Customer Delight**
- **Customer Excitement**

Customer Excitement - Example

Loyalty & Related Terms

- Loyalty
- Customer Profitability Analysis (Exercise)
- Customer Lifetime Value