



Department of Education  
**SCHOOLS DIVISION OFFICE - CITY OF MEYCAUAYAN**  
Pag-asa St., Malhacan, City of Meycauayan, Bulacan



Senior High School

**12**

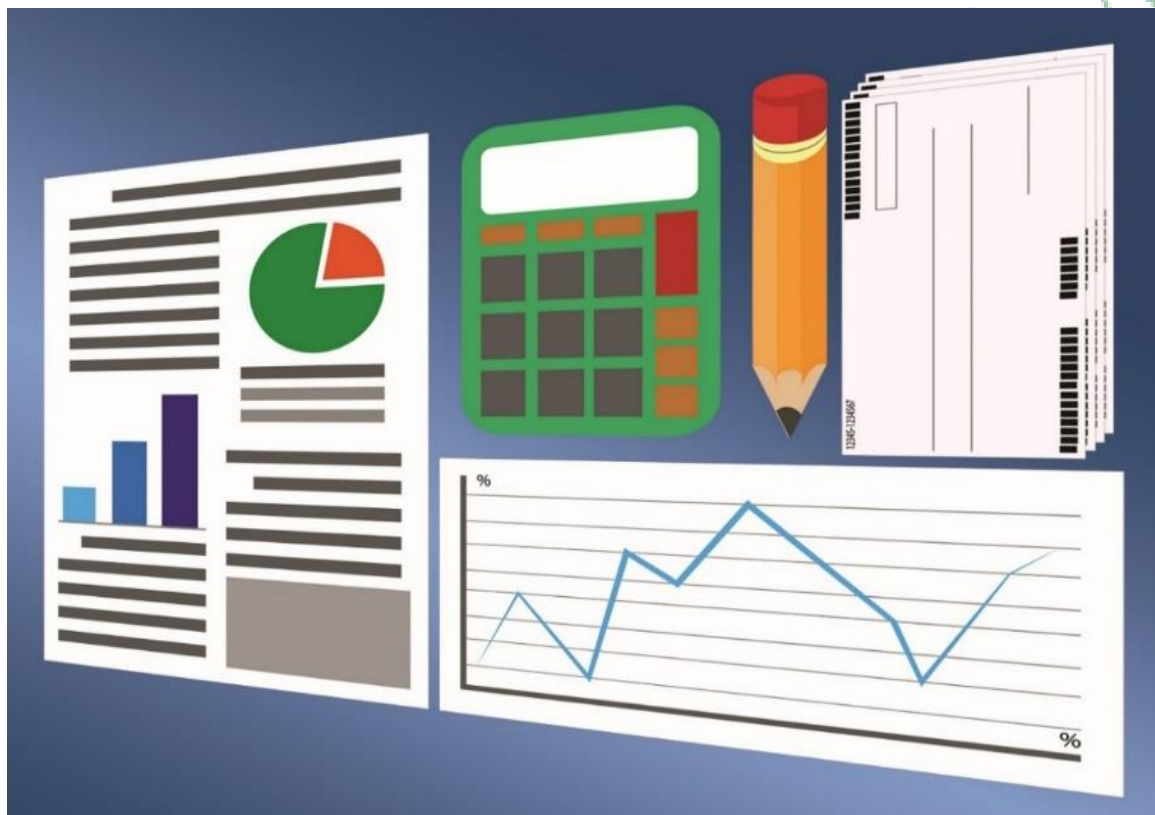
# Activity Sheet in

## PRINCIPLES OF MARKETING

**Quarter 1 – Week 3-5**

Value of Customer

ABM\_PM11-Icd-6



GOVERNMENT PROPERTY  
**NOT FOR SALE**

## VALUE OF CUSTOMERS



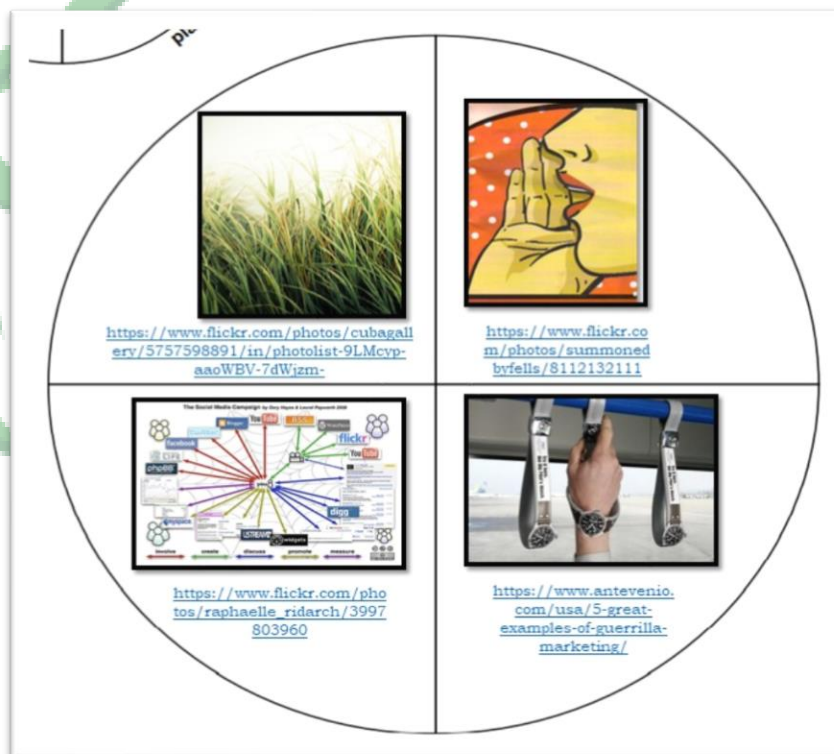
### Let Us Know

We have learned in our previous lesson the significance of relationship marketing in firm. Relationship marketing does not only imply a long-term relationship with our customers but also involved both external and internal entities of the business. In this activity sheet we will get to know more the value of customers in the business. Their significance as we convert our transactions with them into sales which is the measure of business performance and profitability. We will learn various of strategies of maintaining and acquiring customers that leads attaining business goals and objective.



### Let Us Review

Let us recall the following relationship marketing approaches that we have learned from our previous lesson. Using the idea wheel identify the pictures and give a brief explanation of the concept. Write your answer on a separate sheet of paper.





## Let Us Study

### Value of Customers

As an old saying goes, “Customer is always right”. Many loyal customers of a product and services is a measure of a profitable and effective marketing program implemented within the organization. **Customer value** is the relationship between benefits and the sacrifice necessary to obtain those benefits. Our utmost goal in business is customer satisfaction. We give value to our customers once we focus on their needs and preferences. **Customer satisfaction** is an evaluation of a good or service in terms of whether it has met their needs and expectation.

### How do we value our customers ?

**Customer Relationship Management** a concept emerged from relationship marketing . It is a combination of strategies and technologies that empowers relationship program, reorienting the entire organization to a concentrated focus on satisfying customers.

Establishing Customer Relationship Management
A. Make sure you have a right tool. Adopt a customer care software tools that unified many scattered applications.
B. Know who you are customers are. Application software can help you get clear picture of their preferences, like and dislikes.
C. Share customers information with all staff members who work directly with customers, so they can use it to deepen the loyalty that leads to sales.
D. Train employees to share your customer-oriented outlook and show them the same loyalty and consideration you want them to extend to your customers.
E. Consider connecting with customers via blog about the product, services, innovation, sales, and special events. Keep your post relevant to their need, update frequently and read and respond to legitimate customer comments.
F. Whether you blog or not maintain regular communication with a brief mailed online newsletter. Keep it professional looking and supplement it with personal greeting cards or service reminders for special customers.
G. Offer incentives for special customers. A restaurant might serve regulars an occasional free dessert, a retailer could offer simple frequent-buyer reward program and even a dentist might do a free cleaning to acknowledge a new referral.
H. Be flexible . If you insist on always sticking to policy , you will lose customers whose problems you might otherwise have solve.

*Source: Contemporary Marketing of Boone & Kurtz*

## Lifetime Value of Customers

Revenues and intangible benefits such as referrals and customer feedback a customer bring to the seller over an average lifetime of their relationship less the amount the company must spend to acquire, market to and service the customer. It is a one of the most important measures of relationship marketing program.

Long term customers are valuable assets than new ones because they buy more, cost less to serve, refer other customers and provide valuable feedback.

Evaluating Customer Relationship
a. Lifetime value calculation measures strategies to increase sales volume, customer retention or customer referral fee.
b. Payback from customer relationship or the length of time it takes to break even on customers acquisition cost.
c. Tracking rebate request, coupon redemption, credit card purchases and product registration.
d. Monitoring complaints and returned merchandise and analyzing why customer leave.
e. Reviewing reply cards, comment forms, and surveys.
f. Monitoring click-through, behavior on websites to identify why customers stay and why they leave.



### Let Us Practice

Answer the following review questions below. Write your answer on a separate sheet of paper

1. Describe at least four qualities of a successful CRM system.

**Answer**

---

---

---

2. Identify and evaluate the most common measurement and evaluation techniques within a relationship marketing program.

**Answer**

---

---

---

3. Why is it important for a company to calculate lifetime value of customers?

**Answer**

---

---

---

4. Define customer service relationship management

**Answer**

---

---

---



### *Let Us Remember*

- **Customer value** is the relationship between benefits and the sacrifice necessary to obtain those benefits. Our utmost goal in business is customer satisfaction.
- **Customer satisfaction** is an evaluation of a good or service in terms of whether it has met their needs and expectation.
- **Lifetime Value of Customers** Revenues and intangible benefits such as referrals and customer feedback a customer bring to the seller over an average lifetime of their relationship less the amount the company must spend to acquire, market to and service the customer. It is a one of the most important measures of relationship marketing program.
- **Long-term customers** are valuable assets than new ones because they buy more, cost less to serve, refer other customers and provide valuable feedback.



### ***Let Us Appreciate***

Create a comic strip that features a story of a company practicing customer service or customer relationship management. Used Microsoft PowerPoint in presenting your work.

<b>CATEGORY</b>	<b>Description</b>	<b>Points</b>	
<b>Clarity and Neatness</b>	Comic is easy to read and all elements are so clearly written, labeled, and illustrated.	15	
<b>Spelling &amp; Grammar</b>	No spelling or grammatical mistakes on comic strip with lots of text. Language used is appropriate.	10	
<b>Story</b>	Customer service concepts was clearly illustrated and presented in the storyline.	15	
<b>Graphics &amp; Creativity</b>	The graphics are meaningful, colorful, and appropriate.	10	
<b>Total</b>			



### ***Let Us Practice More***

Read and analyze the given case below. Answer the questions on separate sheet of paper.

#### **Case Study 1**

Suppose you work for a firm that sells home appliances such as refrigerators, microwaves, and washers and dryers. Your company has been slowly losing customers, but no one seems to know why. Employee morale is sliding as well. You believe the company is run by honest, dedicated owners, who want to please their customers. One day, you overhear an employee quietly advising a potential customer to shop at another store. You realize your firm's biggest problem may be lack of employee satisfaction- which is leading to external customer loss

- Would you approach the employee to discuss the problem ?
- Would you ask the employee why he or she is turning customers away?
- What steps do you think employer could take to turn the situation around?

## Case Study 2

Supposed you are a marketing consultant for restaurant specializing native dishes of Bulacan such as tinumis, sinampalukang manok and rice cakes or kakanin. The owner is concerned about employee as well as customer satisfaction.

- When you visit the restaurant, what clues would you look for to determine employee and customer satisfaction?
- What question you might ask to the customers and employees ?



## ***Evaluation***

Answer the activity below on separate sheet of paper .

1. Watch the video link below and give your honest opinion on this statement. <https://www.youtube.com/watch?v=aOTqJBUGIHA&t=45s>. Do you believe that a customer is always right ? Give a real-life situation that you encountered when the customer is not right and how did you approach them ?
2. In this time of pandemic online business emerged rapidly. Create a marketing activity that will give value to the online customers. What marketing related programs applicable to ensure their satisfactions?



**All Rights Reserved  
2020**

## **ACKNOWLEDGEMENT**

**CAROLINA S. VIOLETA EdD**

Schools Division Superintendent

**CECILIA E. VALDERAMA PhD**

Asst. Schools Division Superintendent

**DOMINADOR M. CABRERA PhD**

Chief, Curriculum Implementation Division

**EDWARD C. JIMENEZ PhD**

Education Program Supervisor- LR Manager

**JOCELYN A. MANALAYSAY PhD**

Education Program Supervisor-Mathematics

**CHARMAINE S. TUMANGAN**

Developer/Writer