ORACLE NETSUITE

Customer Lifetime Value

2022.2

January 11, 2023

Documentation Accessibility

For information about Oracle's commitment to accessibility, visit the Oracle Accessibility Program website at https://www.oracle.com/corporate/accessibility.

Access to Oracle Support

Oracle customers that have purchased support have access to electronic support through My Oracle Support. For information, visit http://www.oracle.com/pls/topic/lookup?ctx=acc&id=info or visit http://www.oracle.com/pls/topic/lookup?ctx=acc&id=trs if you are hearing impaired.

Sample Code

Oracle may provide sample code in SuiteAnswers, the Help Center, User Guides, or elsewhere through help links. All such sample code is provided "as is" and “as available”, for use only with an authorized NetSuite Service account, and is made available as a SuiteCloud Technology subject to the SuiteCloud Terms of Service at www.netsuite.com/tos.

Oracle may modify or remove sample code at any time without notice.

No Excessive Use of the Service

As the Service is a multi-tenant service offering on shared databases, Customer may not use the Service in excess of limits or thresholds that Oracle considers commercially reasonable for the Service. If Oracle reasonably concludes that a Customer’s use is excessive and/or will cause immediate or ongoing performance issues for one or more of Oracle’s other customers, Oracle may slow down or throttle Customer’s excess use until such time that Customer’s use stays within reasonable limits. If Customer’s particular usage pattern requires a higher limit or threshold, then the Customer should procure a subscription to the Service that accommodates a higher limit and/or threshold that more effectively aligns with the Customer’s actual usage pattern.

Beta Features

Send Us Your Feedback

We'd like to hear your feedback on this document.

Answering the following questions will help us improve our help content:

- Did you find the information you needed? If not, what was missing?
- Did you find any errors?
- Is the information clear?
- Are the examples correct?
- Do you need more examples?
- What did you like most about this document?

Click here to send us your comments. If possible, please provide a page number or section title to identify the content you're describing.

To report software issues, contact NetSuite Customer Support.

Table of Contents

Customer Lifetime Value

Overview

Customer Lifetime Value SuiteApp identifies premier customers based on the value of transactions. It provides valuable information when analyzing customer base in terms of dollars spent. This SuiteApp can be used for targeted marketing efforts and customer satisfaction strategies, such as promotional campaigns and loyalty programs.

When installed, Customer Lifetime Value creates a field in the customer record that displays the total revenue generated for a customer. The Customer Lifetime Value field amount is calculated as total cash sales plus invoices minus credit memos and cash refunds. The calculation of the amount depends on the default parameters used in a script that can be modified in the saved search criteria.

This SuiteApp is available in all languages that NetSuite supports. For more information, read the help topics Configuring Multiple Languages and Choosing a Language for Your NetSuite User Interface.

Availability

Customer Lifetime Value is a public and managed SuiteApp. As a managed SuiteApp, it is automatically updated whenever enhancements or new features are added.

For instructions on installing the SuiteApp, see Installing Customer Lifetime Value.

To get you started in using Customer Lifetime Value, read the following topics:

- Installing Customer Lifetime Value
- Prerequisites for Customer Lifetime Value
- Customer Lifetime Value SuiteApp Permissions
- Customer Lifetime Value Setter Script
  - Scheduling the Customer Lifetime Value Setter Script
  - Manually Running the Customer Lifetime Value Setter Script
- Map/Reduce Saved Searches for Customer Lifetime Value
- Viewing the Customer Lifetime Value

Installing Customer Lifetime Value

To install the Customer Lifetime Value SuiteApp:

1. Go to Customization > SuiteBundler > Search & Install Bundles.
2. On the Search & Install Bundles page, use the following information to search for the SuiteApp:
   - **Bundle Name**: Customer Lifetime Value
   - **Bundle ID**: 254383
3. Click **Customer Lifetime Value** to display its Bundle Details page.

   For more information, see the help topic Bundle Details.

4. Click **Install**.

   If asked, allow NetSuite to automatically upgrade the SuiteApp when new updates become available. During the installation, click **Refresh** to get the latest status.

When this SuiteApp is installed, the **Customer Lifetime Value** field becomes visible in the customer record. This field is initially blank until you schedule or manually run the Customer Lifetime Value Setter script. For more information, see Customer Lifetime Value Setter Script.

The following table lists the minimum permission level required to view the Customer Lifetime Value field.

Permission	Minimum Permission Level
Customers	View

Prerequisites for Customer Lifetime Value

Before installing Customer Lifetime Value, an administrator must enable the following required features:

Subtab	Feature
SuiteCloud	Custom Records
	Client SuiteScript
	Server SuiteScript

For information about enabling features, read the help topic Enabling Features.

Customer Lifetime Value SuiteApp Permissions

By default, only users with an Administrator role can do the following actions for the Customer Lifetime Value (CLV) saved search and script:

Action	Permission	Minimum Permission Level
View CLV saved search on the portlet	Customers	View
Run CLV Map/Reduce script	SuiteScript	Full
Schedule CLV Map/Reduce script	SuiteScript	Edit

The Administrator can also provide the corresponding permissions to give access to other roles. For information about customizing roles, see the help topic Customizing or Creating NetSuite Roles.

Customer Lifetime Value Setter Script

The Customer Lifetime Value field is initially blank until you schedule or manually run the Customer Lifetime Value Setter script. The script calculates the Customer Lifetime Value amount and populates the Customer Lifetime Value field in the customer record. For more information on running the script, read the following topics:

- Scheduling the Customer Lifetime Value Setter Script

- Manually Running the Customer Lifetime Value Setter Script

Scheduling the Customer Lifetime Value Setter Script

To schedule the Customer Lifetime Value Setter script:

1. Go to Customization > Scripting > Scripts.
2. Click **View**.
3. On the **Deployments** subtab, click **Customer Lifetime Value Setter**.
4. On the Script Deployment page, click **Edit**, go to the **Schedule** subtab, and set your preferred schedule.

   > **Note:** Only set the script schedule to run during off-peak hours. See the help topic Scheduling a Map/Reduce Script Submission.

5. Go to the **Parameters** subtab and select the appropriate Customer Lifetime Value (CLV) map/reduce saved search from the **Map Reduce Saved Search** list:
   - **CLV MR Saved Search Exclude Inactive Customers** – This saved search updates the Customer Lifetime Value field for all customers, except those that are Inactive. This is selected by default.
   - **CLV MR Saved Search Include Inactive Customers** – This updates the Customer Lifetime Value field for all customers.
6. Check the **Write Results** box to display the number of customers already processed by the script. Clear the **Write Results** box to include only the script log.
7. Click **Save**.

To view the list of processed customers in the custom record, go to Customization > Lists, Records, & Fields > Record Types. On the Record Types page, locate **CLV MR Customer Lifetime Value Results**, and click **List**.

For more information on the map/reduce saved searches for CLV, see Map/Reduce Saved Searches for Customer Lifetime Value.

Manually Running the Customer Lifetime Value Setter Script

To manually run the Customer Lifetime Value Setter script:

1. Go to Customization > Scripting > Scripts.
2. Look for **Customer Lifetime Value Setter** and click **View**.
3. On the **Deployments** subtab, click **Customer Lifetime Value Setter**.
4. On the Script Deployment page, click **Edit**, and go to the **Parameters** subtab.
5. Select the appropriate Customer Lifetime Value (CLV) map/reduce saved search from the **Map Reduce Saved Search** list:
   - **CLV MR Saved Search Exclude Inactive Customers** – This saved search updates the Customer Lifetime Value field for all customers, except those that are Inactive. This is selected by default.

- **CLV MR Saved Search Include Inactive Customers** – This updates the Customer Lifetime Value field for all customers.

6. Check the **Write Results** box to display the number of customers already processed by the script. Clear the **Write Results** box to include only the script log.
7. Click **Save and Execute**.
8. On the Map/Reduce Script Status page, click **Refresh** to verify the status of the script. The **Status** column displays **Complete** after the script has finished running.

To view the list of processed customers in the custom record, go to Customization > Lists, Records, & Fields > Record Types. On the Record Types page, locate **CLV MR Customer Lifetime Value Results**, and click **List**.

For more information on the map/reduce saved searches for CLV, see Map/Reduce Saved Searches for Customer Lifetime Value.

Map/Reduce Saved Searches for Customer Lifetime Value

There are two map/reduce saved searches that identify whether inactive customers are included or excluded in the Customer Lifetime Value (CLV) calculation.

- **CLV MR Saved Search Exclude Inactive Customers** – This saved search updates the Customer Lifetime Value field for all customers, except those that are Inactive. This is the default setting.
- **CLV MR Saved Search Include Inactive Customers** – This updates the Customer Lifetime Value field for all customers.

Both saved searches use cash sale, invoice, credit memo, and cash refund transactions.

The following table identifies excluded transaction types and statuses specified in the default saved search criteria.

Transaction Type	Status
Cash Sale	Unapproved Payment
Invoice	Voided Rejected Pending Approval
Credit Memo	Voided

The default saved search criteria can be modified as necessary. For more information, see the help topic Saved Searches.

Viewing the Customer Lifetime Value

The Customer Lifetime Value is the total revenue generated for a customer.

To view the Customer Lifetime Value:

1. Go to Lists > Relationships > Customers.
2. Look for the customer name and click **View**.
3. Click the **Custom** subtab.

> **Note:** The Customer Lifetime Value field is initially blank and is populated only after you run or schedule the Customer Lifetime Value Setter script. For more information, see the help topic Customer Lifetime Value Setter Script.

The Customer Lifetime Value amount displayed is calculated based on valid transactions using the following formula:

Customer Lifetime Value = Total Cash Sale Amount + Total Invoice Amount – Total Credit Memo Amount – Total Cash Refund Amount

The calculation of the amount depends on the saved search used in the parameters of the Customer Lifetime Value Setter script. You can modify these parameters. For more information, see Map/Reduce Saved Searches for Customer Lifetime Value.

> **Note:** If you use the Multiple Currencies feature, the amount in Customer Lifetime Value field is shown in the account's base currency.