

Smart companies cultivate customer satisfaction in order to build shareholder value through increased sales, margins and EBITDA. But you can't keep the customer satisfied unless you know what they want. This two-day course provides a practical framework and toolkit for measuring customer value and linking it to financial success.

WHO SHOULD ENROLL?

- Professionals with 5+ years of experience

PEDAGOGY

In this applied course, you will use a mix of custom cases, practice exercises and review actual implementation initiatives by companies. Group exercises will be used to deliver insights.

Industries covered: Manufacturing, industrial services, energy, oil & gas, education, and the non-profit sector.

Companies analyzed: General Electric, Mohawk Paper, Boeing, Premont School District, Gallery Furniture, Star Furniture, Ashley Furniture, Microsoft and others.



WHAT'S IN IT FOR YOU?

Customer Analysis (Day 1)

Participants will learn to analyze their customer base to determine which benefits – like price, quality, safety, communication, etc. – drive customer value. They will also learn how to select the right target segments and offer the right benefits, crafting a customer-focused value proposition.

Execution Analysis (Day 1 and 2)

Participants will learn how to analyze execution strategy that increases customer satisfaction and link execution levers in a way that drives sales and margins. They will also use a comparative analysis framework to measure the perceived value that customers derive from their offering vs. those of their competitors.

Financial Analysis (Day 2)

Participants will learn how customer-perceived value drives financial metrics such as sales, margins and EBITDA. They will also develop strategies for optimizing company budgets in customer-focused areas, such as product development, communication, sales, customer service, etc.

Planning for Customer-Based Value (Day 2)

Participants will learn how to integrate these points into a coherent customer-based strategic plan, reviewing and analyzing examples to brainstorm a plan that works for their company.

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UPCOMING DATES

OCTOBER
30-31, 2018

TUITION: \$2,900

Tuition includes class materials and daily breakfast, lunch and refreshments.



Your Professor:

VIKAS MITTAL, Ph.D.
J. Hugh Liedtke Professor of
Management (Marketing)

All Rice Business Executive Education faculty are award-winning professors who teach full time in the MBA and EMBA program at Rice Business and have extensive business and consulting experience.

Read more about Professor Mittal's research at Rice Business Wisdom, our online ideas magazine with clear, practical translations of faculty research that will change the way you think.
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