

Valuing Customer Engagement

Strategies to Measure and Maximize Profitability

In recent years, the concept of customer engagement has evolved as a powerful tool in the managerial toolkit of firms to incorporate a profitable approach to customer management. There is a pressing need for an authoritative book that communicates the fundamentals of profitable customer engagement by proposing a customer engagement value framework. This book, *Valuing Customer Engagement*, is first of its kind on customer engagement that outlines the theory and methods of engaging customers profitably in business-to-consumer and business-to-business settings.

Written by world-renowned scholar and thought leader V. Kumar, this seminal work book explains the definitions of the metrics within the CEV framework and analyzes ways to measure and maximize these metrics that can help in engaging customers profitably. Dr. Kumar also reveals the interrelationships between these metrics, i.e. how each metric impacts the other, with examples from all over the world.

This updated edition introduces of Customer Valuation Theory as a way of quantifying direct and indirect engagement value while presenting newer applications and case studies. With practical examples of companies that have benefited by implementing these strategies, this guide is a must have for business executives who want to maximize companies profitability as well as students wanting to learn how to engage customers and build loyalty.

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