

Customer Life Cycle Management Using SAS(R)

Code:	BCLM
Length:	2 days
URL:	View Online

Marketing wisdom suggests that firms need to adopt a strategic approach toward understanding valuation of their customers and managing customer life cycle to gain competitive advantage in the marketplace. This course starts by discussing the different paths to customer profitability by linking customer loyalty with profitability and exploring the drivers of profitable customer loyalty. The course covers the popular metrics and methods used to measure customer valuation, including the concept of Customer Lifetime Value (CLV). Also discussed are the different strategies available to managers to maximize CLV over a customer's life cycle.

Skills Gained

- identify, measure, and model the components of CLV
- select the best customers
- make loyal customers profitable
- pitch the right products to the right customers at the right time
- predict customer attrition
- optimally allocate resources to manage customer life cycles.

Who Can Benefit

- Data scientists, business analysts, data analysts, market researchers, marketing analysts, and data miners

Prerequisites

- Some experience with SAS is helpful, but it is not mandatory.

Course Details

Introduction to Customer Lifetime Value and Customer Life Cycle Management

CLV Calculations via Simple Methods

- CLV calculation via simple spreadsheet-type models
- RFM as a simple way to estimate CLV

Calculation via Different Formulas

Margin Modeling

- margin models and CLV calculations

Basics of Segmentation

Look-Alike Models

Next Best Activity/Product/Offer Models

Specialized Models for LTV and Life Cycle Management

- migration models (self-study)
- recommender systems
- wrap-up and takeaways

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