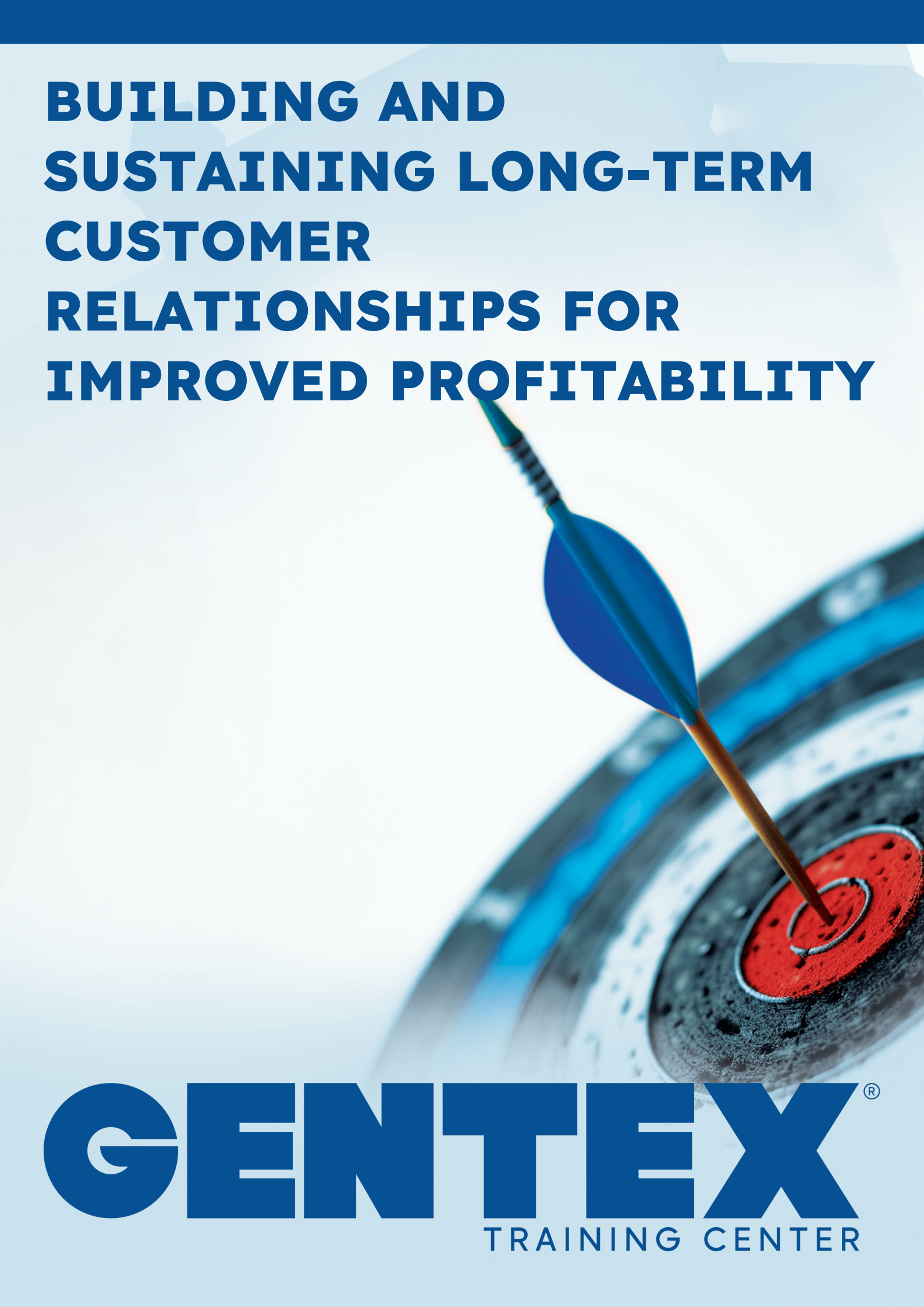
BUILDING AND SUSTAINING LONG-TERM CUSTOMER RELATIONSHIPS FOR IMPROVED PROFITABILITY



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TRAINING CENTER

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Introduction

Building and Sustaining Long-Term Customer Relationships for Improved Profitability Training Course develops the commercial discipline that turns customer relationships into durable profit. Acquiring a customer costs far more than keeping one, yet many organisations manage relationships reactively and measure them by transaction volume alone. That approach loses customers quietly and erodes margin over time. This course builds the opposite practice. It covers customer segmentation, lifecycle management, and value measurement. Furthermore, it applies retention strategy, loyalty economics, key account management, and service recovery. In addition, it develops relationship metrics, profitability analysis, and cross-functional alignment. As a result, participants build relationships that last and profit that compounds.

Building and Sustaining Long-Term Customer Relationships for Improved Profitability Course Objectives

- Explain the economics of customer acquisition versus retention.
- Apply customer segmentation by value, behaviour, and potential.
- Manage the customer lifecycle from onboarding to advocacy.
- Measure customer profitability and lifetime value accurately.
- Design retention strategies grounded in churn analysis.
- Apply loyalty programme economics and design principles.
- Manage key accounts using structured account planning.
- Apply service recovery and complaint resolution practices.
- Build relationship metrics including satisfaction, effort, and loyalty scores.
- Align sales, service, and finance around customer value.

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Course Methodology

- Interactive lectures with real customer retention and profitability cases.
- Segmentation and lifetime value calculation workshops.
- Retention and loyalty strategy design exercises.
- Key account planning and service recovery simulations.
- Structured peer review with facilitator feedback on relationship strategies.

Who Should Take This Course

- Account managers and key account professionals.
- Sales and commercial managers.
- Customer service and experience managers.
- Marketing and CRM professionals.
- Customer insight and analytics staff.
- Business leaders responsible for customer profitability.

Building and Sustaining Long-Term Customer Relationships for Improved Profitability Course Outlines

Day 1: Relationship Economics and Customer Value

- Acquisition cost versus retention economics.
- Customer lifetime value concepts and practical calculation.
- Customer profitability analysis and cost to serve.

- Value segmentation by revenue, margin, and potential.
- Distinguishing profitable from costly customers.
- Relationship stages and expected behaviour by stage.
- Case study: analysing customer value across a portfolio.

Day 2: Segmentation and Lifecycle Management

- Segmentation approaches: value, needs, behaviour, life stage.
- Customer journey mapping and touchpoint analysis.
- Onboarding design and early-stage retention.
- Growth and cross-sell strategies by segment.
- At-risk identification and early warning signals.
- Win-back strategies and treatment of lapsed customers.
- Workshop: designing a lifecycle plan for a segment.

Day 3: Retention, Loyalty, and Churn Management

- Churn definitions, measurement, and root cause analysis.
- Predictive churn indicators and intervention triggers.
- Retention programme design and offer economics.
- Loyalty programme structures and reward economics.
- Points, tiers, and benefit design considerations.
- Relationship versus transactional loyalty approaches.
- Workshop: designing a retention programme with an economic case.

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Day 4: Key Account Management and Service Recovery

- Key account identification and tiering criteria.
- Account planning structure and relationship mapping.
- Value propositions tailored to account needs.
- Negotiation and contract renewal practice.
- Service failure, recovery paradox, and complaint handling.
- Escalation paths and recovery authority.
- Workshop: building a key account plan.

Day 5: Measurement, Insight, and Cross-Functional Alignment

- Relationship metrics: NPS, CSAT, customer effort score.
- Linking relationship metrics to financial outcomes.
- Customer analytics, CRM data, and insight generation.
- Aligning sales, service, and finance around customer value.
- Governance of customer relationships and reporting.
- Continuous improvement in relationship management.
- Course review, assessment, and action planning.

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Conclusion

By successfully completing Building and Sustaining Long-Term Customer Relationships for Improved Profitability, participants will gain a thorough understanding of relationship economics, segmentation and lifecycle management, retention and loyalty strategy, key account management and service recovery, and relationship measurement and cross-functional alignment. They will also acquire practical skills in customer value and profitability analysis, segmentation and lifecycle management, retention, loyalty and churn management, and key account management, service recovery and relationship measurement. In addition, the course prepares them to build relationships that deliver sustained, measurable profit. Gentex Training Center delivers this programme with a strong focus on applied commercial practice and evidence-based relationship decisions.

FAQs for Building and Sustaining Long-Term Customer Relationships for Improved Profitability course

Q1 What is the "Building and Sustaining Long-Term Customer Relationships for Improved Profitability" course about?

It is a five-day programme on turning customer relationships into durable profit. It covers relationship economics and lifetime value, segmentation and lifecycle management, retention and loyalty strategy, key account management, service recovery, and relationship measurement and cross-functional alignment.

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Q2 What are the key benefits of the "Building and Sustaining Long-Term Customer Relationships for Improved Profitability" course?

Participants improve retention while protecting margin. The course clarifies which customers create value and which drain it, strengthens churn prediction and intervention, improves loyalty programme economics, sharpens key account planning and renewal negotiation, raises complaint recovery quality, and links relationship metrics to financial outcomes.

Q3 What skills will I gain from the "Building and Sustaining Long-Term Customer Relationships for Improved Profitability" course?

Participants gain customer value and profitability analysis, segmentation and lifecycle management, retention, loyalty and churn management, and key account management, service recovery and relationship measurement. These four skills cover the practical core of customer relationship management for profitability.

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Q4 What tools, methods, or standards are covered in the "Building and Sustaining Long-Term Customer Relationships for Improved Profitability" course?

The course covers acquisition cost versus retention economics, customer lifetime value calculation, customer profitability analysis and cost to serve, value segmentation by revenue, margin and potential, relationship stage analysis, segmentation by value, needs, behaviour and life stage, customer journey mapping and touchpoint analysis, onboarding design, cross-sell and growth strategies, at-risk identification and early warning signals, win-back strategy design, churn definition, measurement and root cause analysis, predictive churn indicators, retention programme design and offer economics, loyalty programme structures and reward economics, points, tiers and benefit design, relationship versus transactional loyalty, key account identification and tiering, account planning and relationship mapping, tailored value propositions, renewal negotiation practice, the service recovery paradox, complaint handling, escalation paths and recovery authority, Net Promoter Score, customer satisfaction and customer effort score measurement, relationship metric to financial outcome linkage, CRM data and customer analytics, and customer governance and reporting.

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Q5 How is the "Building and Sustaining Long-Term Customer Relationships for Improved Profitability" course applied in real-world practice?

Participants apply the methods to their own customer portfolios. They calculate lifetime value and profitability, segment the base by value and potential, map journeys and design onboarding, build retention and loyalty programmes with economic cases, predict churn and trigger interventions, prepare key account plans, handle service failures with recovery authority, and report relationship metrics against financial outcomes. Many leave with a segmentation model, a key account plan template, and a retention programme framework ready to use.