



Customer Lifetime Value Management (German Edition)

Matthias Arnold

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Studienarbeit aus dem Jahr 2004 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: gut, FOM Essen, Hochschule für Oekonomie & Management gemeinnützige GmbH, Hochschulleitung Essen früher Fachhochschule, Veranstaltung: Schwerpunktfach Marketing, 14 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Einleitung

“Bei der Lufthansa sorgten 2001 vier Prozent der Kunden (173000 Passagiere) für 1,7 Milliarden Euro Umsatz – sie fliegen damit 51 Prozent des Umsatzes aller Miles-&-More Karteninhaber ein. [Alle Maßnahmen des Unternehmens] (...) sind also auf die Pflege und den Erhalt dieser 250000-Euro-Kunden auszurichten – so hoch beziffert sich der Customer Lifetime Value, der Umsatz, den ein solcher Edelkonsument in seinem Leben einfliegt. Der Superkunde (..) wird gepflegt, gestriegelt und beflüstert wie ein Rennpferd.”¹

Doch was genau ist der Customer Lifetime Value, wie wird er berechnet und aus welchen Elementen setzt sich effektives Customer Lifetime Value Management zusammen? Genau diese Fragen soll vorliegende Arbeit beantworten und erklären.

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