

Where are You Now? In Managing Customers as Assets

New Customers Volume and Value

Yes, we track No, we do not track

Barometer of Difficulty

Relatively easy Moderately difficult Hard, but Possible Impossible Right Now

Action #1:

Renewals with Reasons

Yes, we track No, we do not track

Barometer of Difficulty

Relatively easy Moderately difficult Hard, but Possible Impossible Right Now

Action #1:

Lost Customers Volume and Value

Yes, we track No, we do not track

Barometer of Difficulty

Relatively easy Moderately difficult Hard, but Possible Impossible Right Now

Action #1:

Referrals by Customer Group

Yes, we track No, we do not track

Barometer of Difficulty

Relatively easy Moderately difficult Hard, but Possible Impossible Right Now

Action #1:

Non-Renewals with Reasons

Yes, we track No, we do not track

Barometer of Difficulty

Relatively easy Moderately difficult Hard, but Possible Impossible Right Now

Action #1: