

***Transform Customer Value...***



***...Into Bottom-line Results***

**Customer Value Advisory**



# Axios Customer Value Advisory

How well does your business understand, create, and deliver value to customers? How well does your business do in getting a fair return on the superior value delivered to customers? What changes could your business successfully make in the short-term and longer term to strengthen your capability in customer value management? What market gains and incremental profitability might those changes produce?



Developed jointly with Professor James Anderson of the Kellogg School of Management, **Customer Value Advisory (CVA)** is a service designed to answer these questions. We first gain the perspectives of senior management on what they believe their business does well and what could be better. We then gain the perspectives of marketing managers, sales managers, managers in development, and sales people on the present practice of customer value management in the business. We review the processes, tools, and systems the business uses for customer value management and compare them with best practices. A primary objective of these interviews and reviews is to gain insights into what changes the managers and sales people believe the business would want to make and what they believe would be impediments to making those changes. That is, what is the readiness and willingness of the business to strengthen customer value management and what might get in the way of successfully implementing improvements?

At the end of the **CVA**, we review with senior management what we have found that the business does well in customer value management and where it might do better. We then provide senior management with a set of short-term and long-term recommendations to strengthen the customer value management capability along with their implications for improved market performance and profitability. We share the results of the diagnostic tools that we use in our interviews with managers from the various functional areas and the sales force. Discussion of the differences in perspectives uncovered by these diagnostic tools allows the business to forge a shared view of its customer value management capability and build organizational commitment for strengthening customer value management.

## Process Overview



# About Axios

## Who We Are

Axios leads clients to innovate and manage their customer value for revenue and profit growth. Drawing on our network of expert resources, we combine highly skilled and experienced consultants with the cutting edge methods to address each client's unique challenges. Axios has developed and implemented highly effective differentiation strategies for clients across a variety of industries, such as financial services, high-tech, energy, health care, telecommunications and industrial products. Our clients' results have been highlighted in *Fortune*, *Harvard Business Review* and numerous other publications.

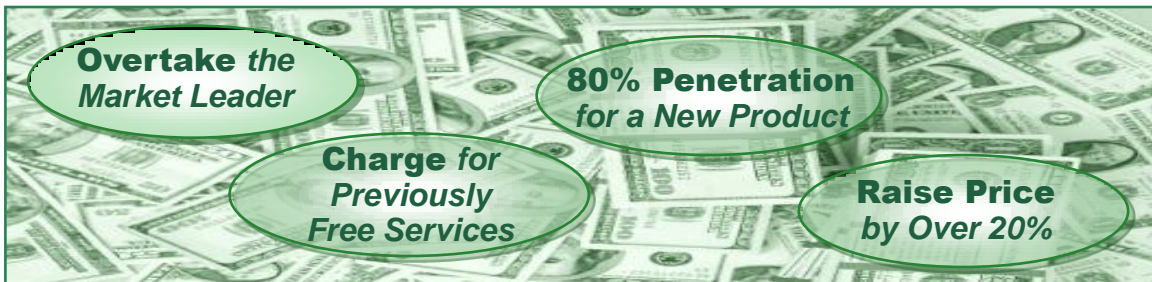
## How We Are Different

**Customized Solutions:** There is no “silver bullet”...that one business process or management methodology that can solve every problem. Each business situation is unique. Axios excels at finding and adapting the best tools to achieve our clients' growth and profitability aspirations.

**New Capabilities:** Axios consultants are not only skilled, results-oriented practitioners, but also are exceptionally talented at coaching clients to “learn by doing.” When clients actively conduct the analysis and develop the solutions, they develop deeply rooted skills for future use. Generating insights and driving intra- and inter company alignment become embedded in our clients. More importantly, when clients jointly develop the solution, the resulting buy-in accelerates implementation. Axios engagements consistently generate at least a 10:1 return on project investment within 12 months of implementation.

**Cutting Edge:** Our network of Axios leaders, faculty and strategic partners bring the best practices across a broad range of expertise. If our current network does not have the necessary expertise, we will leverage those contacts to bring new best-in-class practitioners to your engagement.

## Axios Client Results...



# Anderson and Axios

## ***Professor James C. Anderson***

James C. Anderson is Principal of James C. Anderson LLC, an international management consulting firm focusing on customer value management in business markets. He is also the William L. Ford Distinguished Professor of Marketing and Wholesale Distribution at the Kellogg School of Management, Northwestern University. He has written five articles published in the *Harvard Business Review*, including “Business Marketing: Understand What Customers Value” (Nov/Dec 1998) and “Customer Value Propositions in Business Markets” (March 2006). He has co-authored the leading business marketing textbook, *Business Market Management: Understanding, Creating and Delivering Value*, now in its second edition, published by Pearson Prentice Hall.

He has consulted and provided seminars for a number of companies in North America, Europe, Asia, and Australia, such as American Express, AT&T, bioMérieux, Elkem, ExxonMobil, FEMSA Empaque, GE, International Paper, 3M, Microsoft, PPG Industries, and SABIC.

## ***Gain a Fair Return on Your Customer Value...***

James Anderson and Axios Partners work together seamlessly to implement customer value management at client firms. They impart the knowledge, skills, and process of customer value management to client firm managers, enabling them to transform their company culture to one of doing business based on demonstrated and documented value, resulting in significantly enhanced profitability.

We accomplish this by providing management development, coaching, consulting support, and state-of-the-art tools (such as the Customer Value Expert Toolset®) to client teams that undertake defined customer value research projects aimed at improving specific business performance. While Anderson and Axios actively support these client teams throughout the process, the team members themselves have primary responsibility for doing the work and attaining the outcomes. This combination of experiential learning with knowledgeable support more quickly transfers the customer value management capability to the client firms and accelerates their financial returns. In today’s more competitive markets, can you really afford *not to* systematically manage your customer value?



**Prof. James  
C. Anderson**

