

Case Study

Major retailer

OBJECTIVE: Major retailer wanted help measuring & capturing a greater share of wallet among their customers

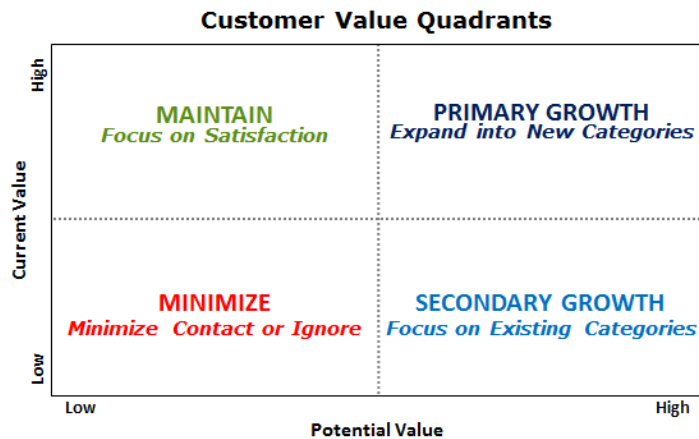
SOLUTION: Developed extensive measurements of a customer's value across each product category:

- **Future Value** – Two year projection of current value
- **Unrealized Value** – Extra value retailer could earn
Difference between potential & current
- **Current Value** – Weighted two year customer spend
- **Potential Value** – Maximum share of wallet possible based on demographic comparisons

RESULTS: Provided our client with the tools to identify & minimize unrealized value:

- **Primary Growth** – Enlarge the relationship to meet all their needs
- **Secondary Growth** – Focus on cementing & growing their share among current product categories

Capturing Customer Potential



Minimizing Unrealized Value

