

# What are your customers really worth?

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**The Future of Business  
is all about  
Advocacy & Collaboration**

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**#1:** Total Customer Contribution

**#2:** Unlocking the full value of customers

**#3:** Managing the full digital experience

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## Which Customer Is More Valuable?

Linda: \$33.18

Jennifer: \$25.63



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# Which Customer Is More Valuable?

Linda:

Jennifer:

“Brand switcher”

Low social media  
influence

Unwilling to  
collaborate



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# Which Customer Is More Valuable?

Linda:

Jennifer:

“Brand switcher”

Repeat purchaser

Low social media influence

“Mommy blogger” with 1,500 followers

Unwilling to collaborate

Willing to co-create with Brands



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# Which Customer Is More Valuable?

Linda: \$ 68.83

Jennifer: \$2,036.67

“Brand switcher”

Low social media influence

Unwilling to collaborate



Repeat purchaser

“Mommy blogger” with 1,500 followers

Willing to co-create with Brands



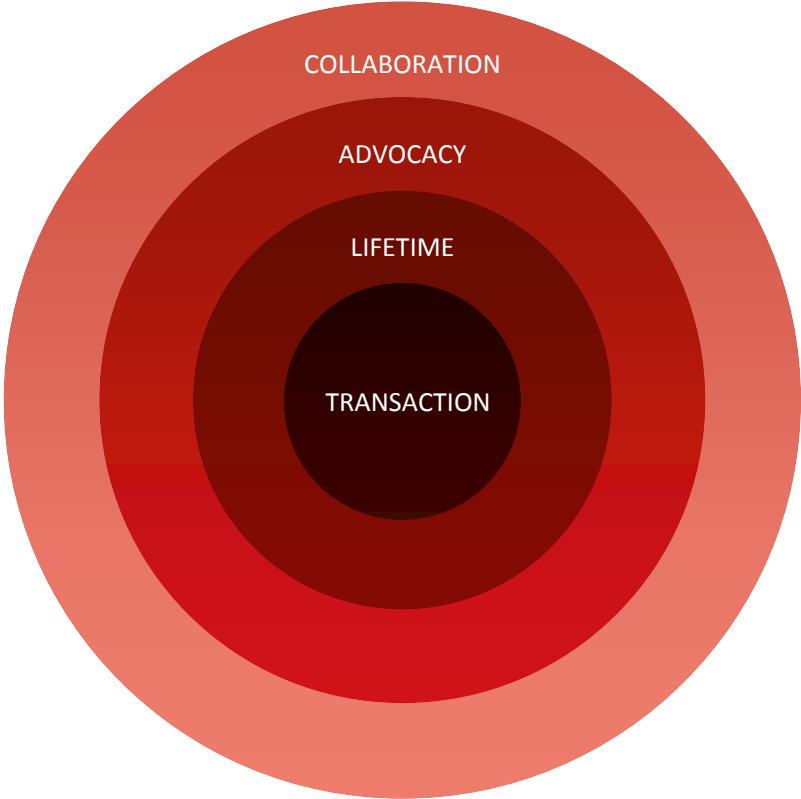


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**Q: How do I Find and  
Drive the Full Value?**

# #1: Think Total Customer Contribution

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# Total Customer Contribution

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Transaction Value

\$'s for specific purchase

Lifetime Value

Transaction x Frequency x Tenure

Advocacy

Influence on purchases of others

Collaboration

Willing to work with Marketer

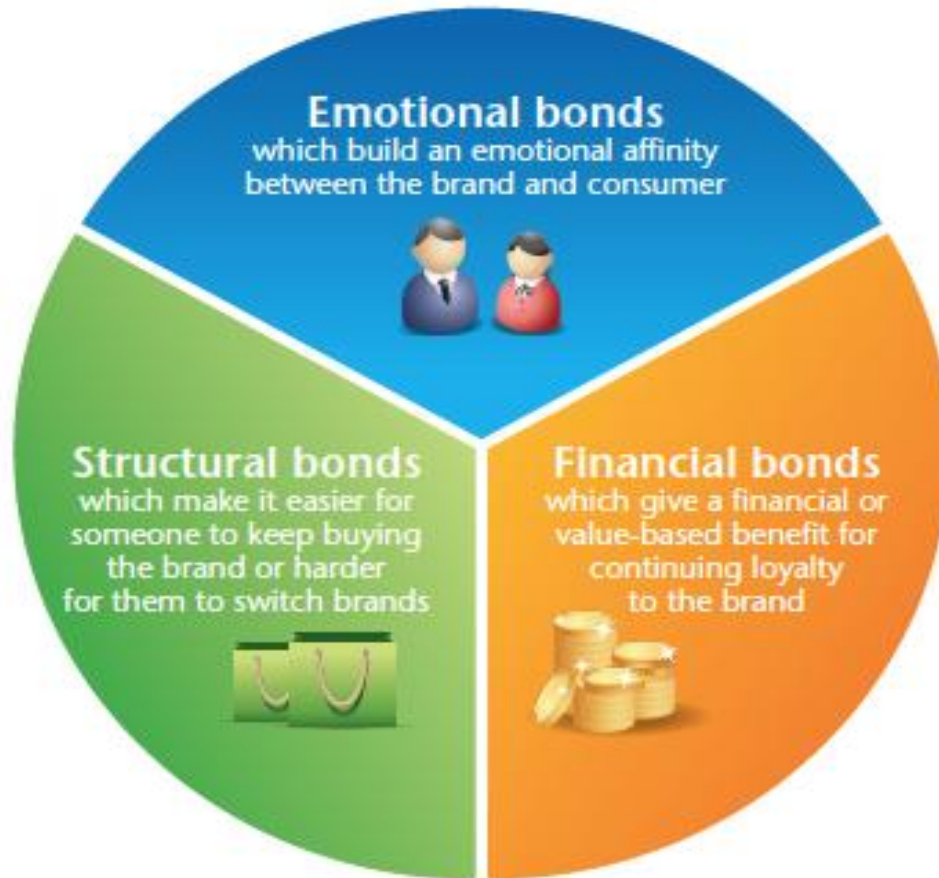




## #2: Unlock customer value

# A bonded customer is worth up to 8x more than a customer who merely has a preference for the brand

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# How American Express Does This

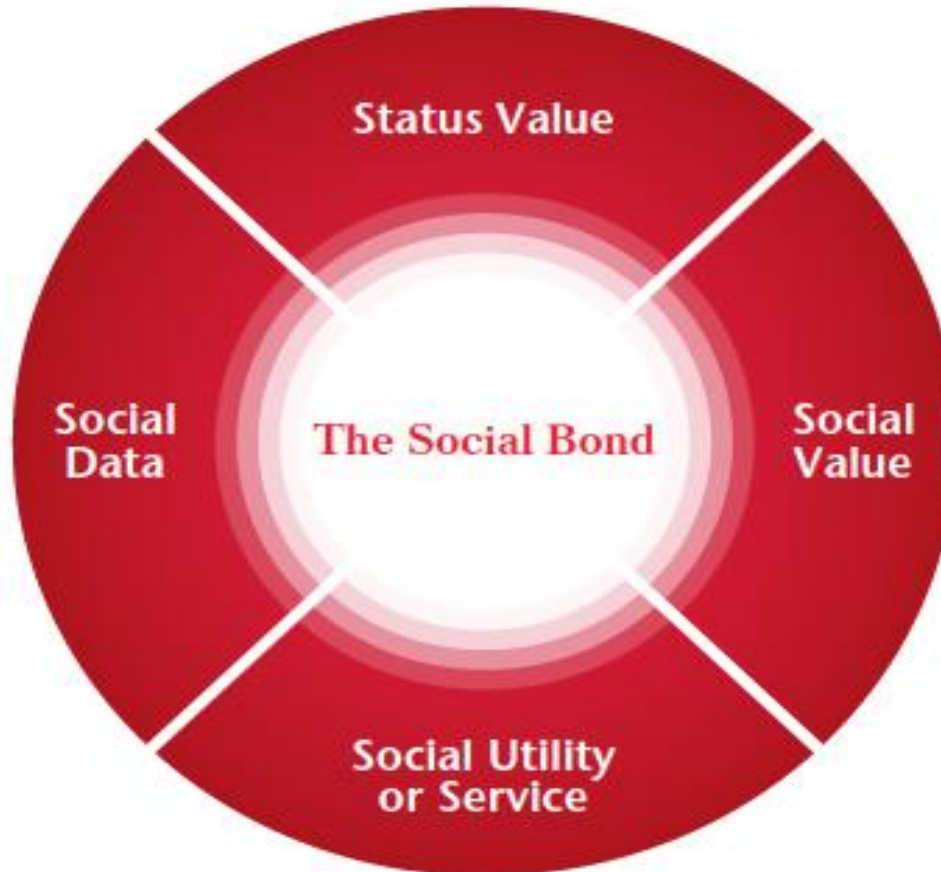
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Member Since



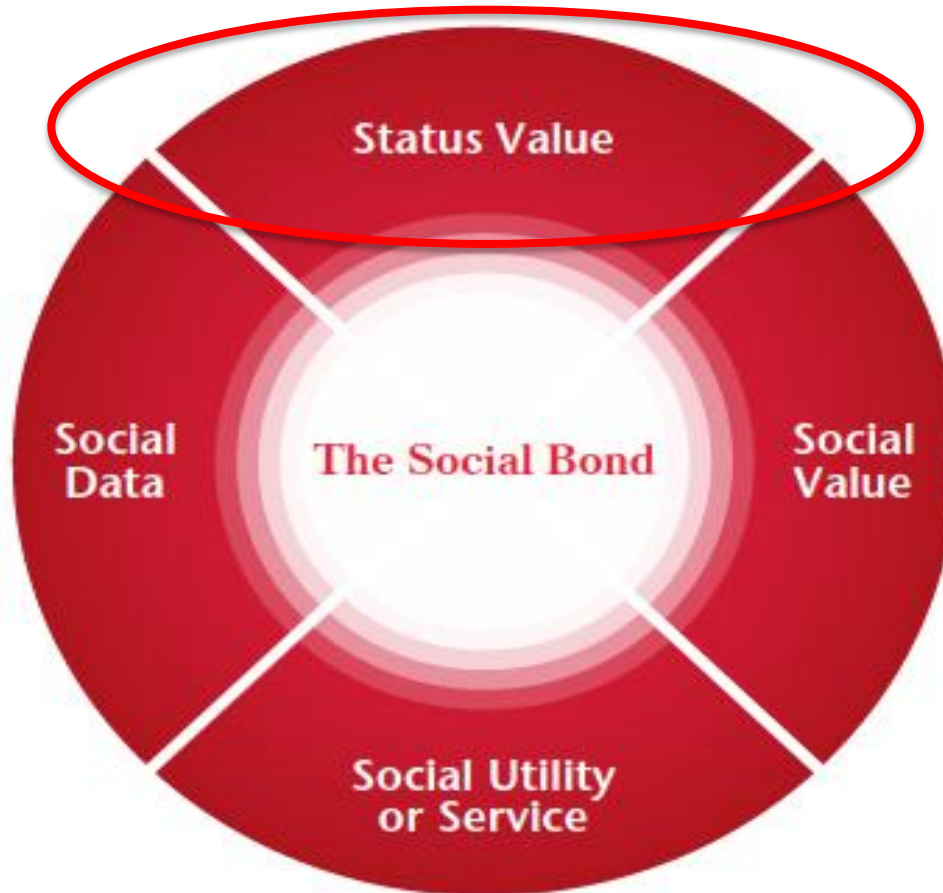
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A socially engaged customer has 42% more loyalty value than a customer who is bonded but not socially engaged.



BUT engagement rates in social communities average lower than 1%









# #3: Managing The Customer Experience

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## THE CUSTOMER JOURNEY





**“Markets are conversations.”**

*The Cluetrain Manifesto, 1999*

Thank you.

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