

# **Benefits-Value Chain** **and** **Customer End-To-End** A Brief Overview

# Benefits-Value & CE2E

**Benefits-Value (BV) begins with customers and ends with a Value transaction which instils a desire for repurchase!**

**BV** is a process of delivering an outcome which is sought and desired, needed and/or wanted, by a customer and produces a beneficial outcome to the business which provides.



# Benefits-Value & CE2E

## Full

**BV begins and ends with the final customer's needs or desires.... this means fulfilling a proposition, the proposition being the key.**

**Fulfilling a proposition builds a long-term relationship. A product alone meets only a short-term solution....**

**so the key is to develop B-V within a customer proposition framework.**



# Benefits-Value & CE2E

The next page depicts an overview of the full Benefits-Value model.

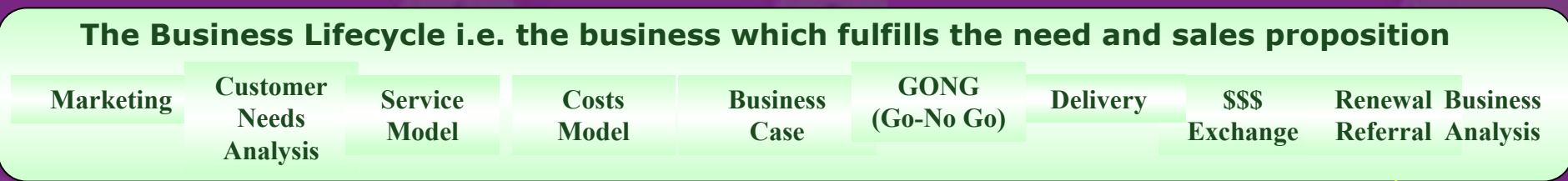
## NOTE:

Maintaining customer relationships means listening, and creatively responding to, customer needs in order to get happier customers, is created by the nature of interactions between parties, not the number!



# Benefits-Value & CE2E

This is the B-V CE2E – the arrows indicate interactions and relationships



# Benefits-Value & CE2E

The next pages explain how the Full CE2E is formed.

**Customers have needs that they want satisfied.  
Meeting customer needs “cost-effectively”  
generates profit and is the core of business.**

**Understanding Customer needs and wants is  
the first step in business.**

**Mapping those needs against the business  
strategy and plan adduces the decision as  
to whether “this” business should try to  
meet “that” need.**



# Benefits-Value & CE2E

Having understood the customer's need, the business decides if that need aligns with the business strategy, service set, risks and capability.  
If so, the business then plans service delivery to meet the need.

**Business service delivery translates into a service designed to :**

- 1. Meet the business case (plan); and**
- 2. Fulfil the customer's need.**

**Fulfilling customer needs and wants, through a service delivered by the business, is the fulfilment step in business.**



# Benefits-Value & CE2E

**The Benefits-Value Chain assesses the Benefit to the Customer and the Value to the Business**

**The Business benefits include understanding all the costs, the current value and any future value that might be realised.**

**Having understood the full costs and full value the service is delivered and value realisation is assessed. On this basis, all business decides whether to continue on the basis of realised value.**



# Benefits-Value & CE2E

## In summary .....

..... satisfying customer needs is a process of understanding how all players commit to one another and fulfil interdependencies with the goal of ultimate customer satisfaction as the “Main Game”.

**For more information on programs and process relating to customers including the “Customer Lifecycle and Business Equation-Benefits Value” workshop, please email**

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