

## Customer Profitability Analysis Topic Gateway Cima

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defines a profitable customer as:

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cost reduction. Customer profitability analysis attempts to bring together market-ing and accounting professionals to analyze, manage, and improve customer profitability. Companies are attempting to better understand and satisfy present and future customer demands. However, the goal is to increase customer satisfaction profitably.

*Customer Profitability Analysis - CIMA*

Customer Profitability Analysis. Customer profitability analysis is best conducted with a technique known as Activity based costing or ABC analysis. Customer profitability analysis helps the company understand the net profit coming from each customer which can be calculated by revenue less costs. These costs are not only manufacturing and distribution costs but also sales costs, marketing costs, services cost and any other related costs which have to be undertaken to service the customer.

*What is Customer profitability analysis? Analysing ...*

Customer Profitability Analysis is a tool from managerial accounting that shifts the focus from product line profitability Cost of Goods Manufactured (COGM) Cost of Goods Manufactured, also known to as COGM,

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is a term used in managerial accounting that refers to a schedule or statement that shows the total production costs for a company during a specific period of time. to individual customer profitability.

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Many businesses use a customer profitability analysis as a means of streamlining processes so they provide the highest degree of efficiency and return, while generating the lowest degree of cost. In actual practice, a customer profitability analysis looks at each segment of the process of creating and selling products to customers. The idea is to look closely at the costs that are associated with each of those segments, and compare those costs with the gains that result from the processes ...

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Customer profitability analysis provides a method to help firms see and understand the profitability of their customers. It takes effort and management sponsorship to make it feasible and worthwhile. It is a method and not an end in itself, but without it that investment in slick technology might not be such a good idea, if it only speeds up your ability to attract the wrong customers.

*Six steps to customer profitability analysis | MyCustomer*

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## *customer profitability analysis*

Step 1: Identify existing channels of customer contact. The best way to begin measuring customer profitability is by identifying all the potential channels a customer can interact with your company. By understanding all potential channels of contact, you can begin to evaluate the costs associated with those channels.

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