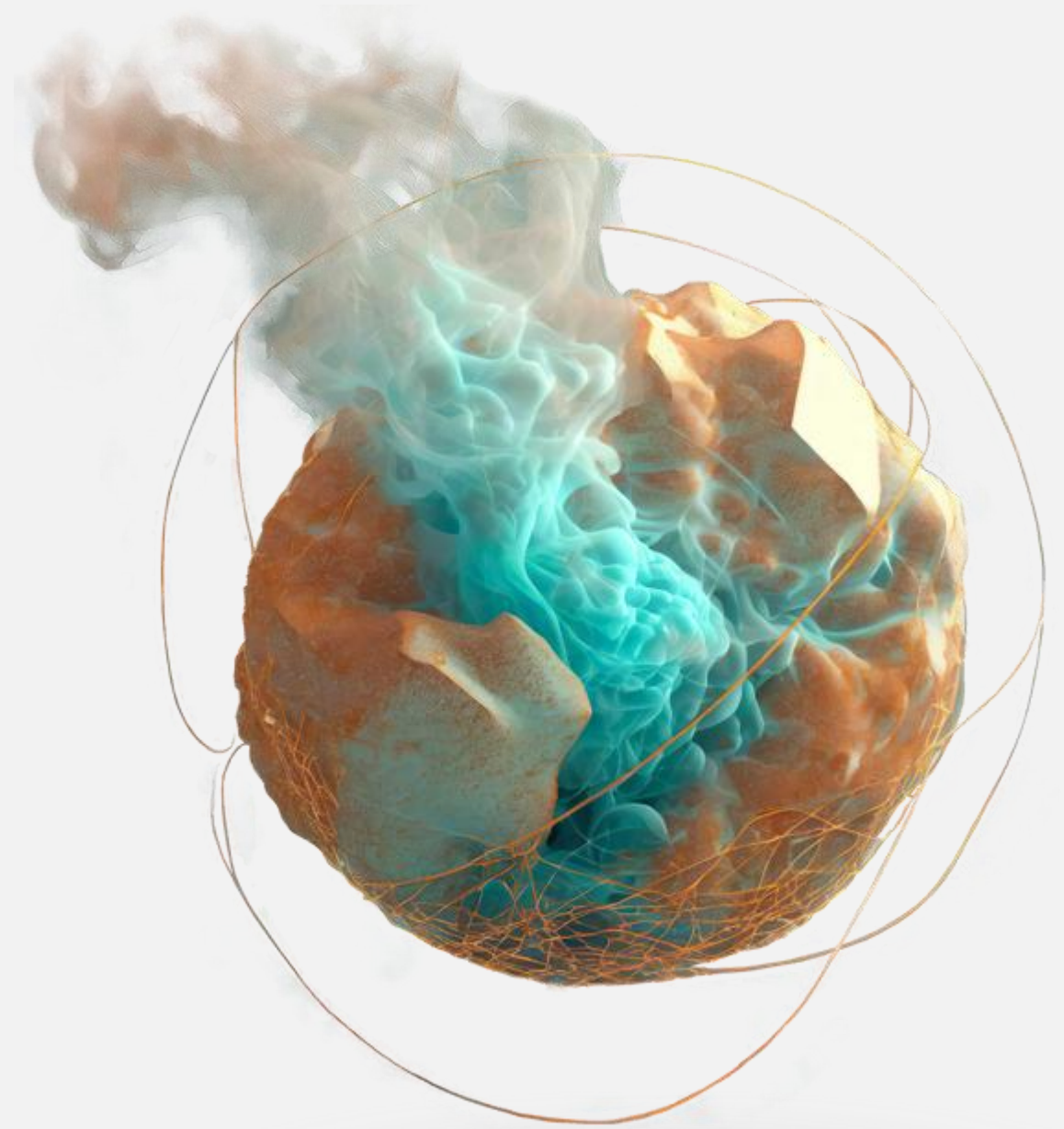


Customer Value Map



The Customer Value Map (CVM) enables value-led conversations

ENTERPRISE VALUE

VALUE OBJECTIVES

IMPROVEMENT LEVERS

METRICS THAT MATTER (VALUE DRIVERS)

Revenue Growth				Commercial Efficiency			
Acquire Customers	Develop Customers	Retain Customers	Optimize Pricing	Optimize Marketing Costs	Optimize Sales Costs	Optimize Service Costs	Streamline Commercial Operations
Customer Lifetime Value							
Brand Awareness	Repeat Purchase Rate		Discount Rate	Operating Expense Ratio			
Qualified-Lead Volume (MQLs)	Net Revenue Retention		Offer Monetization	Technology / Innovation ROI			
Pipeline Velocity	Cross-sell / Upsell Rate	Customer Retention Rate	Average Selling Price	Customer Acquisition Cost		First Contact / AI Resolution Rate	Time to Market
Conversion Rate	Attach Rate Revenue	Gross Revenue Retention	Price Realization / Flow Through	Working vs Non-Working Spend Ratio	Sales Cycle Length	Self Service Adoption Rate	AI / Digital Adoption Rate
Avg First-Purchase Order Value	Product Mix Uplift	Subscription / Contract Renewal Rate	Pricing Power Index	Return on Marketing Investment	New Hire Time to Productivity	Time to Resolution / Avg Handle Time	AI / Process Automation Rate
AI-Driven / Digital Revenue %	Average Revenue per User / Account	Share of Wallet		Marketing Overhead Cost per FTE	Quota Attainment	Cost to Serve	Inventory / Asset Utilization
Customer Growth Rate					Sales Efficiency / Productivity Ratio		Channel Mix Optimization
					Sales Expense Ratio		

CUSTOMER SENTIMENT INDICATORS

Net Promoter Score | Customer Satisfaction | TrustID | BrandWorth | Customer Engagement Score | Customer Usage Score | Customer Health Score | Customer Effort Score

CONNECT WITH US TO LEARN MORE



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