

Fall 2019 CXM Best Practices Symposium

Engaging the Customer

Breakout Session Presentation Descriptions

- Josh Stauffer - Blue Flame Thinking (CEO and President)

Get Scrappy: Start Measuring Customer LTV with Digital

Whether you're starting with nothing or you're all alone in the endeavor, measuring the lifetime value (LTV) of your customers can be a daunting task. However, you can make more progress than you think if you find the right partners, ask the right questions, and view it as a scrappy iterative process. We'll explore case studies from multiple organizations highlighting their first steps and subsequently, how they developed a strategic method around evaluating LTV efforts as they matured.