

CUSTOMER LIFETIME VALUE 2

DESCRIPTION:

This module covers the concepts of CLV, CLV Remaining, retention rate, attrition rate, discount rate, churn rate, and customer acquisition and related costs.

Tutorial: 21 slides
Problem Sets: 4 problem sets; 27 questions
Average Time: 168 minutes

Sample question from problem set:

Course: Faculty Access (All Modules in Alphabetical Order)

Module: Customer Lifetime Value 2 / Problem Set ID: 1039

Ian Shields Communications, Inc., a cellular communications provider based in Michigan, charges **\$87** per month for an all you can talk service plan. The company plans to increase marketing expenditure next year, but wants to determine the current CLV before making this decision. Variable costs before marketing are **\$33** per account per month and monthly retention expenditures are **\$12** per account. Ian Shields Communication's annual attrition rate is **18%**, with an annual discount rate of **15%**.

What is the monthly contribution margin (\$) per customer account not including retention costs?

  dollars

PS1

1

2

3

4

5

SUBMIT ANSWER

EXIT

Problem Sets **0** / **4** Total Questions **0** / **27**

