

INNOVATIVE TECHNIQUES FOR MODELLING THE CUSTOMERS' LIFETIME VALUE

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ABSTRACT

The actual business environment, characterized by an aggressive competition in the global market and the possibility to access a huge amount of information in real time, determines the rethinking of customers' value from CRM strategies. The goal of this paper is to emphasize some methodologies concerning customers' lifetime value modelling techniques as a result of interactions between companies and customers on three stages: acquisition of new customers, loyalty programs for them and development in time of marketing relationships.

KEYWORDS: CRM strategies, value, modelling techniques, loyalty programs

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