



CLTVM (CUSTOMER LIFETIME VALUE MANAGEMENT)



CLTVM is part of the Analytics solutions, and allows decision-makers to prioritize and meet the needs of all the customers. To do this, operators and corporates must estimate customers' lifetime value, and invest in customer satisfaction accordingly.

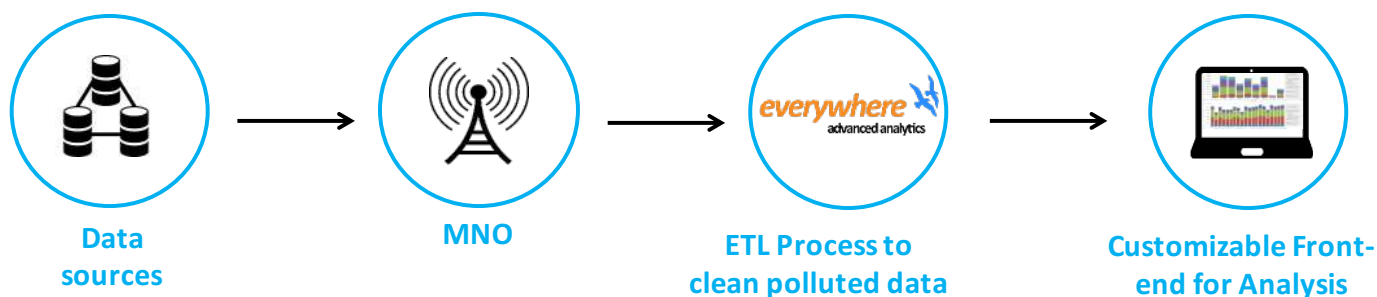
Key Features:

- ✓ Emphasizes customer relationships, rather than maximize short-term sales.
- ✓ Identifies the areas in which the customer creates value.
- ✓ Integrates records to create customer's relationship with the operators or corporates.

Benefits:

- ✓ Allows operators to invest in keeping loyal customers.
- ✓ Allows operators to develop cost-effective strategies for new acquisitions, retain existing customers, and maintain their profit margins.
- ✓ It tangibly links to revenue.

How it Works:



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About Adapt IT

Adapt IT is a leader in ICT (information and communication technology) market through the provision of turnkey solution to the Education, Manufacturing, Energy, Financial Services, Hospitality and Telecommunication sector, employing over 1000 technology professionals and servicing more than 10 000 customers in 40 countries.

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