

Tools of Customer Value Management

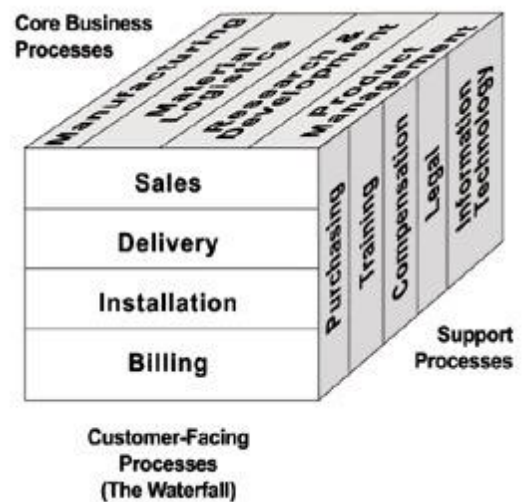
Free Factsheet Series

The Kordupleski Cube™

From the book, "I like to use a cube diagram to show people the three sets of processes that contribute to the overall goal of creating value for customers.

On the front of the cube are the customer-facing processes: sales, delivery, installation, user training, repair, billing and so on.

On the top of the cube are the core business processes. For a manufacturing company, these are things like product management, R & D, supply chain or materials logistics and manufacturing. Service firms would have a slightly different version of the cube, but it would still include core business processes like product design, development and packaging.



On the side of the cube are the support processes that are often called "staff functions": purchasing; HR processes like hiring, firing, training, rewarding; legal processes related to the writing of contracts and purchasing agreement, and so on.

So while the focus in customer value research tends to be on measuring satisfaction with the transactional customer-facing processes and understanding how they impact customer perception of value, it's important to understand how the core business processes and support processes impact the customer-facing processes."

Like Rubik's Cube, all these processes need to be aligned and working together as a system to create customer value.