Customer Value Assessment in B2B Markets: Towards an Integrated Framework

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ABSTRACT

Delivering superior customer value is of vital importance to business suppliers, but in order to understand how their value propositions impact the customer business, suppliers should conduct a customer value assessment. However, little is known about the specific processes and activities involved in a systematic customer value assessment. Based on depth interviews with 18 managers in three different industries, this study develops a tentative framework for customer value assessment. The framework identifies five key processes and their related activities, and provides an initial understanding of the necessary steps required to systemically assess the customer value of the supplier’s offering.

Keywords: Customer value, value assessment, B2B markets

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