Customer Value Assessment Practices in Solution-Oriented Business Markets – An Exploratory Study of Environmental Solution Providers

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ABSTRACT

This study examines the value assessment practices of firms providing customer solutions. Drawing from the literature on value in solution-oriented business markets and alternative value assessment practices, we develop an initial framework of backward-looking and forward-looking value assessment practices. This framework will be further refined through a multiple case study of three industrial companies providing environmental solutions. The paper contributes to the research on customer value by tentatively proposing a conceptual framework of backward-looking and forward-looking customer value assessment practices. In addition, this study contributes to solution business by advancing understanding of customer value assessment, which is considered a critical capability for firms delivering customer solutions.

Keywords: Customer value, value assessment, solution business

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