



News Release

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CVG hatches from incubation and unveils £200+ million client dividend

The Customer Value Group (CVG) has just emerged as an independent business following four years incubation with the REL Consultancy Group, a global business advisory firm.

The company has already won a blue-chip client base and is quickly establishing itself as the world's leading Customer Value Management (CVM) solutions provider. Its business software & services enable clients to maximise the value of their customer relationships in terms of profitability, cashflow and service provision.

Sector leaders such as RWE, Xerox and Arcelor are using the Group's CVM solutions to manage customer relationships worth more than €12 billion (and counting) and have already generated hundreds of £millions in additional cashflow and customer value for global clients.

The Customer Value Group's clients span Europe, Asia and the Americas, and operate in seven languages and all the world's major currencies.

The Group's CVM solutions are typically deployed in 16 weeks based on a phased approach that delivers 'quick wins' at each stage of the roll out and ensures a short time-to-benefit. In a recent implementation, a major utilities company achieved a return on investment of 2:1 within four weeks of project 'go-live' and a £15 million improvement in cashflow within six months.

"Customers are the most valuable, yet worst managed, asset a company has," said Dickie Bielenberg, CEO of The Customer Value Group. "Finance, sales, marketing and customer service stakeholders in the customer relationship work in functional silos with no way of understanding or measuring the 'global' contribution they make to customer value. The impact of this is high accounts receivable, poor customer service and inflated invoice-to-cash process cost."

Customer Value Management has evolved into a mature business concept over the last decade. Many of our clients have attempted to build in-house solutions or re-purpose legacy systems to tackle elements of customer value asset management, but with only

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partial success. There is a massive market opportunity for CVM solutions, which can deliver significant returns for any large business” added Bielenberg.

The Customer Value Group operates a risk-share model with its clients and guarantees key performance outputs, typically delivering an ROI of 10:1 compared to the cost of the engagement.

www.customervaluegroup.com

(365 words)

NOTES TO EDITORS

About Customer Value Management

Customer value can best be described as an asset based on the quality of the customer relationship, as experienced from both sides of the equation. Expressed in financial terms, it is a function of cashflow, profitability and customer service status.

The constituent stakeholders of customer value are spread across an organisation in various business units / functions - in particular, sales & marketing, customer service and finance.

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Customer Value Management solutions provide a collaborative platform that bridges the worlds of accounts receivable, customer service and sales & marketing by introducing ***shared*** language, policies, processes, metrics & software tools that enable the management and cultivation of sustainable customer relationships that grow in value over time.

CVG’s clients have generated significant: reductions in AR through more effective cash collection; cost savings through greater administration and process efficiency; and improved service levels and customer retention through enhanced communication and faster resolution of customer issues & transactions.

CVM solutions address the business management of customers in a way which financial and CRM point-systems simply cannot do, meshing internal function silos together to create a truly joined-up customer-orientated environment.

These solutions take a federated approach – layering over and connecting to existing systems, processes, data repositories, etc. This means stakeholder groups can continue to operate at a ‘local’ level as normal to fulfil their specific business function requirements whilst at the same time contributing to the ‘global’ management of customer value.

***** A more detailed backgrounder on CVG and CVM is available on request**

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