### Data Governance, Intellectual Capital & Customer Value Creation

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## **Maximising the Customer Value**



## Why Data Governance?

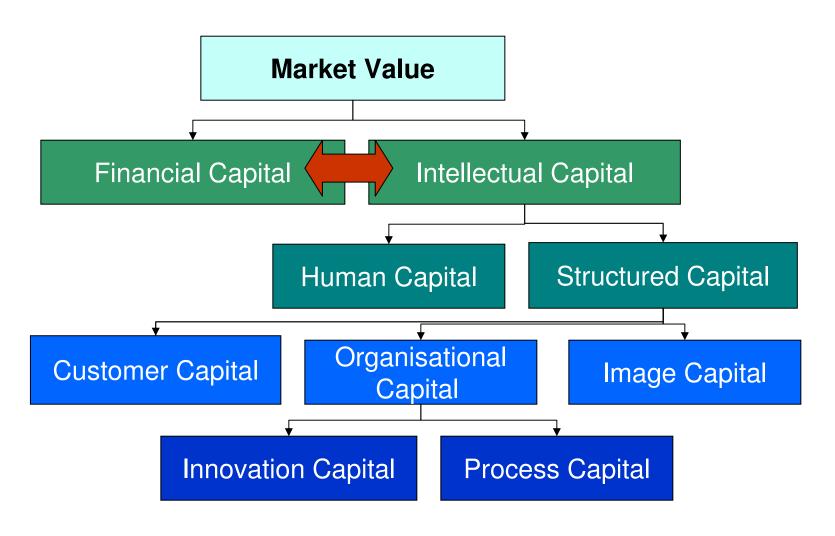
- Governance everywhere!
  - Enterprise Governance
  - GRC
  - SI Governance
  - **•** ....
- An other Marketing Buzz Word ?
- Today everything has changed
  - Amount of data
  - Technology (SOA, Web 2.0, Widgets, Mashup, Storage...)
  - Globalisation
  - Financial crisis
  - Economic crisis



## Why Data Governance?

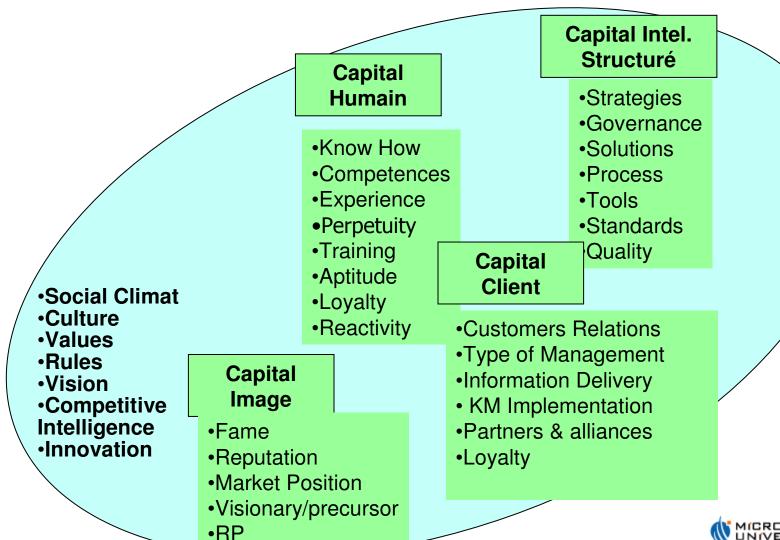
- More compliance to come
  - Failure of SOX, IFRS...
  - Data Manipulation by banks & governments
- More and more data to manage
  - Usefull and useless data !!!
- Competitiveness or our companies !!
  - Data qualtity/master data
    - Reduce cost
    - Better decision making
  - Cross selling/ up selling
- Enterprise value
  - Enterprise benchmarking
    - Reliability of corporate data
    - Data Governance Scorecard
  - How to increase the impact on the market value
    - Move from business perspective to Intellectual Capital perspective
    - Add Customer Value

## Rehabilitation of Intellectual Capital





## Micropole Univers Intellectual Capital



### The Micropole Univers Customer Value Chain

Added by the company

Perceived by Customer

Perceived by Experts Panel

Customer Added Value Creation

Economical Added value



Emotional
Attachment
Added Value

Market Influence
on
Customer »
Added Value

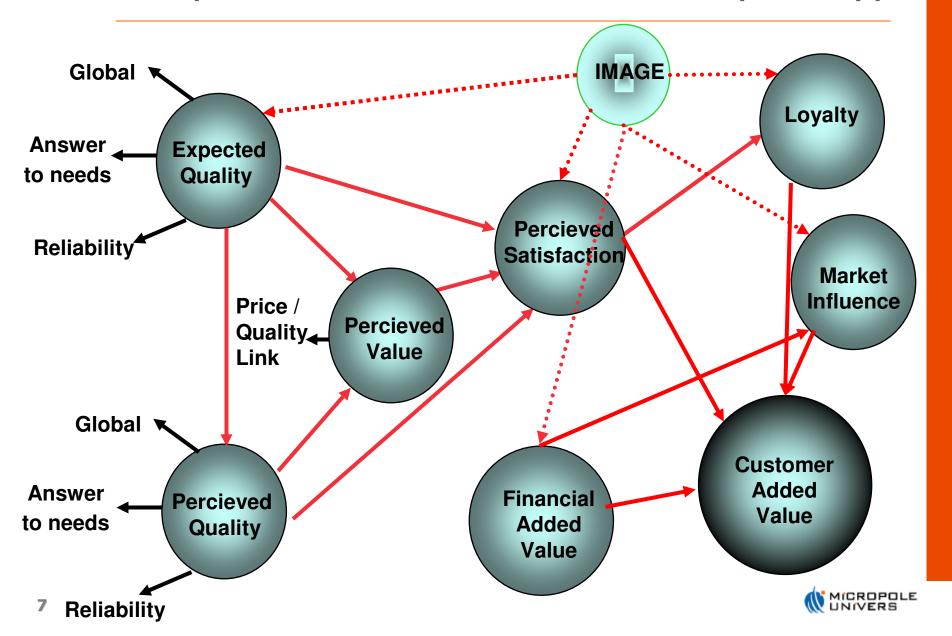
- Economic performance
- Return on average capital employed
- Total shareholder return
- Experts analysys
- Analysts recommandation.....

- Image
- Brand
- Comunication
- Reputation
  - Social
  - Environmental
- Customer recommendation
- Customer impression
- •....

- Image
- Positionning
- Strenghts
- Analyst recommendation
- Magagement quality
- Marketing quality
- •...



## Micropole Univers Measure model prototype



## Linking Customer Value to Shareholder value

#### **Drivers of Shareholder Value**

Sales revenue growth Typically 70 – 90 % importance Margin growth **Capital employed** Change in working capital Revenue Margin WACC Cash tax rate Increased share of wallet Higher value sales / customer Beta Ongoing Increased sales / customer •Fewer complaints / returns Acquisition of new customers Price increases Greater loyalty / repeat buys More efficient processes New & innovative products Enter new markets Cut overheads One - off Outsource Eliminate unprofitable lines & customers



# The key drivers to Create and Maximise Customer value and achieve Revenue and Margin growth

#### Revenue growth

- Increased share of wallet
- Increased sales / customer
- Acquisition of new customers
- Greater loyalty / repeat buys
- New & innovative products
- Enter new markets

### Margin improvement

- ·Higher value sales / customer
- •Fewer complaints / returns
- Price increases
- More efficient processes



## Creating and Maximising Customer Value



### **Key drivers**

Customer centric organisation
Customer knowledge
Customer intimacy
Innovation
Time to market
Employee motivation & competence
Deliver Customer satisfaction
Corporate and brand image
Value for Money
Product and service value proposition
Effective communications
Quality of service and customer support
etc........

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