



Phil Allen's MarketAbility
 The Marketing Centre
 Seestrasse 103
 CH-8820 Wädenswil
 Zürich
 Schweiz

Tel: 41 1 783 8777
 Fax: 41 1 783 8778
 E-mail: info@marketability.org
 Web: www.marketability.org
www.pentadigm.com



GIVING
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CUSTOMER VALUE MANAGEMENT IN CHEMICALS AND PLASTICS



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Practical Marketing for Value Growth

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July 2003

OUTLINE

This document contains the latest findings of MarketAbility's CVM Benchmarking study of the top 125 chemicals and plastics companies in the world.

- I. BACKGROUND AND RESEARCH METHOD
- II. KEY RESULTS *Overview of chemicals industry performance against best practice*
- III. CUSTOMER VALUE MANAGEMENT AND BUSINESS SUCCESS
- IV. CONCLUSIONS AND RECOMMENDATIONS
- V. PENTADIGM: 5 STEPS TO CREATING CUSTOMER VALUE: *Detailed analysis of chemicals industry performance against best practice model*
 1. UNDERSTAND THE CUSTOMER
 2. COMMIT TO THE CUSTOMER
 3. CREATE CUSTOMER VALUE
 4. OBTAIN CUSTOMER FEEDBACK
 5. IMPROVE CUSTOMER VALUE
- VI. *COMPANY BENCHMARK: YOUR COMPANY (available only to participating companies)*
PENTADIGM: 5 STEPS TO CREATING CUSTOMER VALUE
KEY RESULTS AND CONCLUSIONS
 1. *UNDERSTAND THE CUSTOMER*
 - 1.1 *Performance Radar : Your Company and Your Company versus the Industry*
 - 1.2 *Findings & Recommendations*
 2. *COMMIT TO THE CUSTOMER*
 - 2.1 *Performance Radar : Your Company and Your Company versus the Industry*
 - 2.2 *Findings & Recommendations*
 3. *CREATE CUSTOMER VALUE*
 - 3.1 *Performance Radar : Your Company and Your Company versus the Industry*
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 4. *OBTAIN CUSTOMER FEEDBACK*
 - 4.1 *Performance Radar : Your Company and Your Company versus the Industry*
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 5. *IMPROVE CUSTOMER VALUE*
 - 5.1 *Performance Radar : Your Company and Your Company versus the Industry*
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- VII. MARKETABILITY SUPPORT
- VIII. MARKETABILITY SUPPORTS CVM BEST PRACTICE

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I. BACKGROUND

MarketAbility has developed a best practice model for Customer Value Management based on the Pentadigm Value Based Marketing model featured in the book of which Phil Allen (CEO, MarketAbility) is co-author:

"Value-Based Marketing for Bottom-Line Success: 5 Steps to Creating Customer Value". ISBN 0-07-139656-X. De Bonis, Balinski & Allen, published December 2002 by McGraw-Hill with the American Marketing Association

The model forms the basis of a global benchmarking study of the leading chemicals and plastics producers. This study is conducted on an ongoing basis by MarketAbility in co-operation with Avanti Project Solutions and Customer Management Solutions.

This report contains the key findings of that benchmarking study.

RESEARCH METHOD

MarketAbility has identified the leading producers and suppliers of chemicals and plastics by sales turnover, based on a public listing from industry media.

MarketAbility has conducted a comprehensive review of public materials from these companies, including websites, annual reports and other publicly available literature, presentations and documentation. This review has focused on the company's approach to Customer Focus and Customer Value Management.

MarketAbility has conducted interviews with senior executives in co-operating companies, using our unique CVM Diagnostic as a basis for the interviews. This information has been supplemented by our own special and specialized knowledge about the CVM practice of individual companies in the chemicals and plastics industry, including direct feedback from chemicals and plastics industry customers and an analysis of customer satisfaction research made amongst chemicals and plastics industry customers.

MarketAbility has evaluated the performance of the top 125 global suppliers of chemicals and plastics against our CVM Diagnostic model and these results have been aggregated and analyzed to identify:

- top ten CVM performers in the chemicals and plastics industry
- industry average performance
- individual participating companies' performance

The results and conclusions for the industry (*and for individual participating companies – only available to the participating companies*) have been documented in this report, together with recommendations to improve business results by adoption of CVM in day-to-day business.

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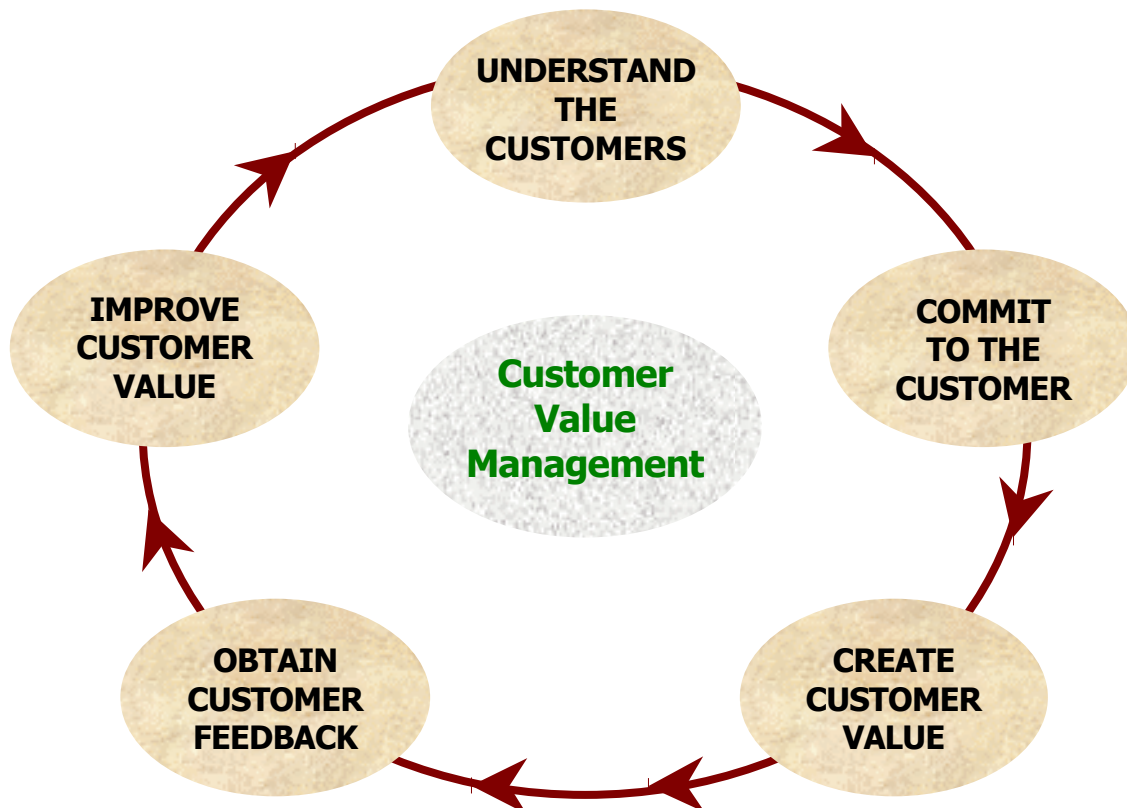
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Sustainable Business Growth and Profitability
with
Customer Value Management

A new best-practice model from MarketAbility
The Global CVM and Marketing Excellence Practice based in Switzerland



Read about it in the new best-selling book
“Value-Based Marketing for Bottom-Line Success: 5 Steps to Creating Customer Value”
De Bonis, Balinski and Allen, published for American Marketing Association by
McGraw-Hill, December 2003. ISBN: 0-07-139656-X. (more info: www.pentadigm.com)

Or contact us

Customer Value Management Circle of Excellence (www.customer-value.org), a learning and sharing
organization for all involved and/or interested in managing customer value and building customer loyalty.

Benchmark your own CVM performance with MarketAbility’s CVM Diagnostic
Measure CVM and Marketing Implementation and Effectiveness with our unique set of Pentadigm metrics

Tel: +41 1 783 8777 or email: info@marketability.org
Find out more about MarketAbility at: www.marketability.org

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