



Value Creation Mapping

Course Description

In tough economic times, businesses focus on value creation. Value creation for both themselves and their customers. The Value Creation Mapping (VCM) process combines principles from Value Stream Mapping, Pugh Concept Generation, Activity Based Costing, Voice of the Customer research and Customer Metrics as outlined in [Customer Relationship Intelligence](#) by Linda Sharp. The process integrates both the buyer's actions and processes with the seller's actions and processes to create an understanding of where value is created both in the processes and the interactions. The VCM considers value in three dimensions, Brand Value, Product Value, and Relationship Value. The VCM identifies the critical interaction processes that drive both profitable sales and customer retention. The VCM methodology was developed by Religence, a marketing research and consulting practice.

This non-sequential two-day course explains and demonstrates the concept of VCM with examples and case studies. During the first day, participants will create a VCM from one of their business process areas. Between the first and the second day, the participants will validate the flow on the VCM with customers and will collect data for use in analyzing the VCM. During the second day, the data will be applied to the VCM and areas of strength and weakness identified. The final activity is to create an action plan for improving the business process and increasing value.

Topics Covered

- Business Value Analysis
- Customer Relationship Analysis
- Value Stream Mapping Principles
- Pugh Concept Generation
- Activity Based Costing Principles
- VCM mapping
- VCM Analysis