MEASURING OF CUSTOMER CAPITAL OF ENTERPRISES

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The customer capital is an intangible asset that is based on developing, maintaining and nurturing high-quality relationships with any organization, individual or group that influences or impacts your business including: customers, suppliers, employees, governments, partners.

Measuring of the customer capital can be somewhat difficult as some indicators are not of financial matter. Some aspects of the customer capital might be indicated financially, such as distribution of turnover on market and product, marketing expenses and administrative cost. Attention should be set on the structure and composition of the base of clients a company holds. A question approximating the kind of customer capital distribution, perception of external stakeholders, and an estimate of the number of customers per employee or how many agreements pr customer of the company is interesting knowledge. High customer capital would suggest good perception. The distribution of customer capital might include a wide range of different clients, with different visions, size, tasks and industry. Availability is also an aspect that should to be covered concerning customer capital, are the employees available when needed by the customers? The organizations effort to develop relationships is also of great importance, a specific number of customers who have been offered advice might be a good indicator on the organizations effort to develop a relationship. A qualification survey should be assessed.

Other topics of interest could for example be the marketing cost divided with income and administrative cost divided with marketing cost. For the enterprise, the investment in advertising and marketing approaches pays off, not necessarily at once but in the long run. An indication of customer capital could be shown in terms of lost customers, and added ones in the same period. Although this indicator can result in being "0" which would not necessarily mean that the customer capital equal to "0", if the same amount of customers are new as lost, and as such it might not give a correct picture. To keep the market share stable or rising, there is a need to pursue issues and parameters such as the competence of technology, the cost effectiveness and international profile. An answer to all the questions concerning the customer capital would give a hint of where to place the effort to make an improvement.

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