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Urban Science Reports on Lifetime Value Analysis at ICDP Meeting

At the Spring, 2003 Members Meeting in Lille, France Frank Sauberlich from Urban Science presented a calculation of Customer Lifetime Value.

This report describes the approach developed by Urban Science, and used within the car industry, to quantify Lifetime Value.

Please contact Frank at fsaeuberlich@urbanscience.com to learn more about Customer Lifetime Value.

ICDP (International Car Distribution Programme Ltd.) is the World's Leading Co-operative Research Programme in Car Distribution, Retailing and After-Sales and holds regular meetings. Find out more at <http://www.icdp.net/>.