

THE INTANGIBLE CAPITAL



Customer Capital

is really about the strength of your relationships with your best customers. The more connected and loyal those customers are, the more valuable your business becomes. Long-standing relationships, repeat business, and a customer base that is not overly dependent on just a few clients all add stability and value. The strongest businesses also pay close attention to which customers and products are actually profitable.

CUSTOMER CAPITAL

Relationships

How strong and consistent are your relationships with your customers?

Stability

Are those relationships long term, recurring, or supported by contracts?

Relevance

Is your business truly important to your customers' success, or could they easily replace you?

