SECURING BUSINESS-TO-BUSINESS RELATIONSHIPS: THE IMPACT OF SWITCHING COSTS


- Uncertainty and Risk Costs associated to the use of new Product
- Search Costs
- Cognitive Costs: Acquisition of new skills
- Set up Costs

Procedure Switching Costs

- Sunk Costs: Monetary losses such as fees to break contracts or fees to adopt new brand provider
- Lost Performance Costs: Lost benefits or privileges such as loss of reward points, special status, etc.

Financial Switching Costs

- Brand Relationship Loss Costs: losses associated to cross-selling and losses of power strong brands.
- Personal Relationship Costs: Loss of your service representatives, quit social bonds

Relational Switching Costs

Prepared by: Eleonora Escalante MBA-MEng, Strategic Corporate Advisory Services
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