

A Strategic Framework For Customer Relationship Management

Customer Retention as a Part of Customer Relationship Management of Private Broadcasting Radio Stations - Maik Preßler 2008-02-07

Seminar paper from the year 2007 in the subject Business economics - Customer Relationship Management, CRM, grade: 1,7, Technical University of Ilmenau (Institut für Betriebswirtschaftslehre), course: Marketing Vertiefung, 41 entries in the bibliography, language: English, abstract: More and more companies realize the value a customer relationship management can deliver in a long-term perspective. Especially in the service market, the relationship between customer and company is substantial for doing successful business. This could be said for the private radio broadcasting companies, too. As they are part of the service market, their success also depends essentially on relations. Traditional channels as well as the upcoming possibilities of communication over the Internet offer new ways to interact and retain with customers. The radio broadcaster's challenge is to identify the right channel for its customers. This justifies the need for a structured way of implementing customer retention in private broadcasting companies. We are convinced that this could be done through use of the strategic framework. So in the following paper, we examine the question: "How far can a strategic framework for CRM be used as a holistic approach to achieve customer retention in private broadcasting companies?" Therefore, it is necessary to examine both the strategic framework and the private broadcasting radio companies in detail. Afterwards, the framework has to be adjusted to the features of the private roadcasting companies.

Strategic Customer Relationship Management in the Age of Social Media - 2015

"This book provides a variety of strategies, applications, tools, and

techniques for corporate success in social media in a coherent and conceptual framework offering the resources necessary to adopt and implement social CRM strategies within their organizations"--

Managing Customer Experience and Relationships - Don Peppers 2022-04-26

Every business on the planet is trying to maximize the value created by its customers Learn how to do it, step by step, in this newly revised Fourth Edition of *Managing Customer Experience and Relationships: A Strategic Framework*. Written by Don Peppers and Martha Rogers, Ph.D., recognized for decades as two of the world's leading experts on customer experience issues, the book combines theory, case studies, and strategic analyses to guide a company on its own quest to position its customers at the very center of its business model, and to "treat different customers differently." This latest edition adds new material including: How to manage the mass-customization principles that drive digital interactions How to understand and manage data-driven marketing analytics issues, without having to do the math How to implement and monitor customer success management, the new discipline that has arisen alongside software-as-a-service businesses How to deal with the increasing threat to privacy, autonomy, and competition posed by the big tech companies like Facebook, Amazon, and Google Teaching slide decks to accompany the book, author-written test banks for all chapters, a complete glossary for the field, and full indexing Ideal not just for students, but for managers, executives, and other business leaders, *Managing Customer Experience and Relationships* should prove an indispensable resource for marketing, sales, or customer service professionals in both the B2C and B2B world.

Developing a strategic framework for customer relationship

management within the Fire Protection Association - Jane Thurgood 2010

Customer Relationship Management - V. Kumar 2012-04-30

Customer relationship management (CRM) as a strategy and as a technology has gone through an amazing evolutionary journey. The initial technological approach was followed by many disappointing initiatives only to see the maturing of the underlying concepts and applications in recent years. Today, CRM represents a strategy, a set of tactics, and a technology that have become indispensable in the modern economy. This book presents an extensive treatment of the strategic and tactical aspects of customer relationship management as we know it today. It stresses developing an understanding of economic customer value as the guiding concept for marketing decisions. The goal of the book is to serve as a comprehensive and up-to-date learning companion for advanced undergraduate students, master's degree students, and executives who want a detailed and conceptually sound insight into the field of CRM.

Customer Relationship Management - V. Kumar 2018-05-15

This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today. It helps readers obtain a comprehensive grasp of CRM strategy, concepts and tools and provides all the necessary steps in managing profitable customer relationships. Throughout, the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions. Exhaustive case studies, mini cases and real-world illustrations under the title "CRM at Work" all ensure that the material is both highly accessible and applicable, and help to address key managerial issues, stimulate thinking, and encourage problem solving. The book is a comprehensive and up-to-date learning companion for advanced undergraduate students, master's degree students, and executives who want a detailed and conceptually sound insight into the field of CRM. The new edition provides an updated perspective on the latest research results and incorporates the impact of the digital

transformation on the CRM domain.

Strategic Customer Management - Adrian Payne 2013-03-28

Relationship marketing and customer relationship management (CRM) can be jointly utilised to provide a clear roadmap to excellence in customer management: this is the first textbook to demonstrate how it can be done. Written by two acclaimed experts in the field, it shows how an holistic approach to managing relationships with customers and other key stakeholders leads to increased shareholder value. Taking a practical, step-by-step approach, the authors explain the principles of relationship marketing, apply them to the development of a CRM strategy and discuss key implementation issues. Its up-to-date coverage includes the latest developments in digital marketing and the use of social media. Topical examples and case studies from around the world connect theory with global practice, making this an ideal text for both students and practitioners keen to keep abreast of changes in this fast-moving field.

Customer Relationship Management - Simon Knox 2003

The authors present a ground-breaking strategic framework for successful CRM policy. Built around Professor Payne's five key processes, the book demonstrates a systematic management progression that will guarantee the maximum impact and efficiency of a CRM programme.

Developing a Comprehensive Framework for Customer Relationship Management System Evaluation - Peyman Akhavan 2013

This research reviews the key factors affecting the concept of Customer Relationship Management, and develops a comprehensive model for CRM deployment and evaluation. The related factors were grouped in 10 Criteria and the proposed framework was called IA-CRM. CRM strategy, Customer distinction, Human resources, CRM processes management, Integration management, CRM information, CRM systems and infrastructures, are known as enablers of this model. The performance results of CRM, the perception results of CRM and CRM key results, comprise the results axis. The proposed framework has some more

advantages and capabilities in comparison to the other similar models including "the existence of three feedback mechanisms, development of criteria using "information technology enterprise architecture" capabilities, attention to customer knowledge management in the interaction between criteria and definition of sub criteria and guideline definition". Using the proposed framework and applying RADAR Logic, a service organization in the power industry was also assessed. The evaluation results of the Case Study indicated that CRM has not been taken into account as a strategic tool; therefore CRM strategies have not been codified properly.

Customer Relationship Management - SCN Education 2013-11-11

This HOTT Guide defines CRM from different points of view: sales, marketing, customer support and technology. By presenting white papers on the technology, business cases, reports sharing the major trends occurring in the CRM marketplace, interviews with experts in the CRM-field, and a special chapter dedicated to the implementation of CRM in callcenters, the reader will have the most complete file on CRM possible at his disposition.

Strategic Customer Relationship Management in the Age of Social Media - Khanlari, Amir 2015-07-16

In today's society, organizations are looking to optimize potential social interactions and increase familiarity with customers by developing relationships with various stakeholders through social media platforms. Strategic Customer Relationship Management in the Age of Social Media provides a variety of strategies, applications, tools, and techniques for corporate success in social media in a coherent and conceptual framework. In this book, upper-level students, interdisciplinary researchers, academicians, professionals, practitioners, scientists, executive managers, and consultants of marketing and CRM in profit and non-profit organizations will find the resources necessary to adopt and implement social CRM strategies within their organizations. This publication provides an advanced and categorized variety of strategies, applications, and tools for successful Customer Relationship Management including, but not limited to, social CRM strategies and

technologies, creation and management of customers' networks, customer dynamics, social media analytics, customer intelligence, word of mouth advertising, customer value models, and social media channel management.

Managing Customer Relationships - Don Peppers 2010-12-30

MANAGING CUSTOMER RELATIONSHIPS A Strategic Framework
Praise for the first edition: "Peppers and Rogers do a beautiful job of integrating actionable frameworks, the thinking of other leaders in the field, and best practices from leading-edge companies."—Dr. Hugh J. Watson, C. Herman and Mary Virginia Terry Chair of Business Administration, Terry College of Business, University of Georgia
"Peppers and Rogers have been the vanguard for the developing field of customer relationship management, and in this book, they bring their wealth of experience and knowledge into academic focus. This text successfully centers the development of the field and its theories and methodologies squarely within the broader context of enterprise competitive theory. It is a must-have for educators of customer relationship management and anyone who considers customer-centric marketing the cornerstone of sound corporate strategy." —Dr. Charlotte Mason, Department Head, Director, and Professor, Department of Marketing and Distribution, Terry College of Business, University of Georgia
"Don and Martha have done it again! The useful concepts and rich case studies revealed in Managing Customer Relationships remove any excuse for those of us responsible for actually delivering one-to-one customer results. This is the ultimate inside scoop!" —Roy Barnes, Formerly with Marriott, now President, Blue Space Consulting
"This is going to become the how-to book on developing a customer-driven enterprise. The marketplace is so much in need of this road map!" —Mike Henry, Leader for Consumer Insights at Acxiom
Praise for the second edition: "Every company has customers, and that's why every company needs a reference guide like this. Peppers and Rogers are uniquely qualified to provide us with the top textbook on the subject, and the essential tool for the field they helped to create." —David Reibstein, William Stewart Woodside Professor of Marketing, The Wharton School,

University of Pennsylvania

The advantages and disadvantages of relationship management -

Michael Bock 2010-09-29

Bachelor Thesis from the year 2008 in the subject Business economics -

Offline Marketing and Online Marketing, grade: 1,2, Maastricht

University (School of Business and Economics), course: -, language:

English, abstract: 1. General introduction Up to now, it has always been the task of marketing to be close to the customer and to know how to reach him in order to ultimately increase sales of the company's product or service. This focus on customer acquisition is widespread among companies, and many companies consider this to be sufficient in order to survive in the business world. Nonetheless, a vital flaw of this common view is that there is more than just focusing all efforts on acquiring new customers - That is, convincing the customer that it pays for him/her to continue doing business with the provider, which is called customer retention. Enter Customer Relationship Management (CRM). Throughout this paper, the definition of a CRM will be equivalent to the interpretation by Payne and Frow (2005), who state that CRM is a strategic approach that is concerned with creating improved shareholder value through the development of appropriate relationships with key customers and customer segments (Payne and Frow, 2005a). In the 1990s, organizations recognized the need for not relying on customer acquisition all alone, and stressing the relationship with the customer became imperative in the business world's strategic orientation. Unfortunately, implementing CRM systems turned out to require more work than the plain desire to be chosen as a provider over and over again. A great source of uncertainty was the vague definition of relationship management itself. Another pitfall was how to establish a CRM system in an organization. As relationship management was not up to executives' expectations, many companies were disappointed by the results - And yet, there were companies that succeeded in implementing a CRM system. Taking a closer look at the markets all over the world shows that all leading companies within their industries possess CRM systems, no matter whether it is in a B2B or B2C setting. This paper aims

to convey how a company can use latest research findings to enhance a CRM system in order to maximize benefits and minimize drawbacks and critically portray the pros and cons of relationship management.

Therefore, the following pages endeavour to answer the problem

statement: The advantages and disadvantages of relationship management: How can a company integrate recent research findings in order to make its CRM system more efficient?

Strategic use of CRM - Vladimir Tosovic 2001-09-26

Inhaltsangabe:Abstract: CRM is a buzzword nowadays. This catchphrase has become the revenue driver for the consultants and a nightmare for the people responsible for its implementation. Although this topic receives broad media attention, the presented strategic CRM issues are very fuzzy. Attracted by the enormous revenue potential, there is a vast of CRM experts giving tips on the CRM strategies, which results in a very unclear and even contrary coverage of this subject. The companies feel that they need CRM, but as soon as they try to find out what that is and how could it be beneficial for their business, they get very diverse and vague answers. This work will seek to provide a consistent picture of CRM strategy and the underlying technology The focus of this paper is to offer a critical analysis of different strategic CRM concepts and integrate them into one CRM framework. As CRM is made possible by the technology developments, the understanding of opportunities provided by the underlying technology is necessary. Therefore the center of attention will be in the explanation of the interaction between the customer oriented strategy and the enabling technology. In order to uncover the essence of CRM, this paper will provide a look at the roots of CRM. It will explain the theoretical background of CRM and the new market challenges, which have been pushing the development of the CRM concept. Also the relationship between the customer satisfaction and the customer profitability must be evaluated, as satisfied customers is one of the main intentions of CRM. I want also to approach some practical issues of CRM. This study will seek to outline the findings about the bottom line impact of CRM and the issues on the accessibility of the customer information. Finally, with the last chapter I will try to close

with useful recommendations regarding CRM strategy development and provide a conclusion on the results achieved in this work.

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Customer Relationship Management - Francis Buttle 2009

This title presents an holistic view of CRM, arguing that its essence concerns basic business strategy - developing and maintaining long-term, mutually beneficial relationships with strategically significant customers - rather than the operational tools which achieve these aims.

Collaborative Customer Relationship Management - Alexander H. Kracklauer 2012-11-07

Driven by rapidly changing business environments and increasingly demanding consumers, many organizations are searching for new ways to achieve and retain a competitive advantage via customer intimacy and CRM. This book presents a new strategic framework that has been tested successfully with various global companies. New management concepts such as Collaborative Forecasting and Replenishment, CRM, Category Management, and Mass Customization are integrated into one holistic approach. Experts from companies like McKinsey and Procter&Gamble, as well as authors from renowned academic institutions, offer valuable insights on how to redesign organizations for the future.

Customer Relationship Management - Simon Knox 2007-06-01

Customer Relationship Management presents a ground-breaking strategic framework for successful CRM policy. Built around Professor Payne's five key processes, the book demonstrates a systematic management progression that will guarantee the maximum impact and efficiency of a CRM programme. The book backs up these five processes - strategy development, value creation, channel and media integration,

information management and performance assessment - with 16 best practice case studies which set the universal theory in a specific practical context. These feature a range of companies, including Orange, Britannia, Homebase, Canada Life, Sun Microsystems, Natwest, Sears, Roebuck & Co., Nortel Networks and Siemens. The book concludes with interviews from four thought leaders, offering a 'futures' vision forum for CRM. Customer Relationship Management is a vital instrument for anyone who needs to know how to develop and measure effective CRM within an organization. It includes overviews and key learning points preceding each case study, and a summary chapter to draw out the most salient lessons from CRM best practices. For practitioner or academic alike, this is essential reading.

Customer Relationship Management - Michael Pearce 2021-03-08

CRM first entered the business vocabulary in the early 90's; initially as a systems driven technical solution. It has since escalated in importance as system providers increased their market penetration of the business market and, in parallel, CRM's strategic importance gained more traction as it was recognized that CRM was, at its heart, a business model in the pursuit of sustainable profit. This was accentuated by the academic community stepping up their interest in the subject in the early 2000's. Today, it is a universal business topic which has been re-engineered by the online shopping revolution in which the customer is firmly placed at the center of the business. The current reality, however, is that, for the vast majority of businesses, CRM has not been adopted as a business philosophy and practicing business model. It has not been fully understood and therefore fully embraced and properly implemented. The author addresses this head-on by stripping CRM down into its component parts by delving into and explaining the role and relevance of the C, R, and M in CRM. This is a practical guide but set within a strategic framework. The outcome is clear actionable insights and how to convert them into delivery. It is written in an easily digestible, non-jargon style, with case studies to demonstrate how CRM works. This book can be immediately used as the primary practical reference to guide the development and implementation of a CRM strategy.

Fuzzy Classification of Online Customers - Nicolas Werro 2015-02-26

This book introduces a fuzzy classification approach, which combines relational databases with fuzzy logic for more effective and powerful customer relationship management (CRM). It shows the benefits of a fuzzy classification in contrast to the traditional sharp evaluation of customers for the acquisition, retention and recovery of customers in online shops. The book starts with a presentation of the basic concepts, fuzzy set theory and the combination of relational databases and fuzzy classification. In its second part, it focuses on the customer perspective, detailing the central concepts of CRM, its theoretical constructs and aspects of analytical, operational and collaborative CRM. It juxtaposes fuzzy and sharp customer classes and shows the implications for customer positioning, mass customization, personalization, customer assessment and controlling. Finally, the book presents the application and implementation of the concepts in online shops. A detailed case study presents the application and a separate chapter introduces the fuzzy Classification Query Language (fCQL) toolkit for implementing

these concepts. In its appendix the book lists the fuzzy set operators and the query language's grammar.

Handbook of CRM - Adrian Payne 2012-07-26

Customer Relationship Management is a holistic strategic approach to managing customer relationships to increase shareholder value, and this major Handbook of CRM gives complete coverage of the key concepts in this vital field. It is about achieving a total understanding of the concepts that underlie successful CRM rather than the plethora of systems that can be used to implement it. Based on recent knowledge, it is underpinned by: * Clear and comprehensive explanations of the key concepts in the field * Vignettes and full cases from major businesses internationally * Definitive references and notes to further sources of information on every aspect of CRM * Templates and audit advice for assessing your own CRM needs and targets The most lucid, comprehensive and important overview of the subject and an invaluable tool in enabling the connection of the major principles to the real world of business.

A Strategic Framework For Customer Relationship Management:

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