

Customer Relationship Management Case Study

Business Case Studies Charles Douglas Billet 2007

Citizen Relationship Management Alexander Schellong 2008 This study explores Customer Relationship Management (CRM) in government. Based on an interdisciplinary literature review and multiple-case study design, a model of Citizen Relationship Management (CiRM) is developed and discussed. The case studies explore the perceptions of CRM/CiRM by administrators, elected officials and consultants as well as its implementation and impact on the municipal level and in a multijurisdictional environment in the United States. Although the explorative part of the study focuses broadly on a theoretical conceptualization of CiRM, the immediate empirical referent of research are the 311 initiatives in the City of Baltimore, the City of Chicago, the City of New York and Miami-Dade County. Thus, the results help administrators and researchers to convey the idea and challenges of 311 well. The study shows that CRM is to a certain extent only partly able to make novel contributions to currently active reform movements in government. In addition, the study's findings support the idea that CiRM provides the means to a different kind of public participation.

Customer Relationship Management (CRM) Lynette Ryals 2000 Companies are increasingly recognising the benefits of adopting a more customer-focused approach to their business. Furthermore, the availability of new technology is enabling organisations to communicate more effectively with their customers and develop a better understanding of their needs. Improving your customer knowledge and meeting their expectations can help to generate increased profits. This new Cranfield School of Management Research Report is the most comprehensive survey available on CRM and provides a guide to best practice using case study material from around the world. Senior managers can use this report to review their own CRM strategy or to implement a new one. Contents include: The emergence of CRM The marketing perspective and the IT perspective Customer service, satisfaction, retention and profitability Implementing CRM and ROI on CRM systems Business Intelligence and data warehousing E-Business applications Call centres

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 Knowledge Management Silvio Wilde 2011-01-04 Managing and transferring knowledge - at the right time, in the right place and with the right quality for customers - enables companies to survive in times of fierce competition. The focus of this work is therefore on Knowledge Management and Customer Relationship Management. The theoretical part comprises several approaches to knowledge, its transfer and the barriers to be overcome when sharing knowledge. This is followed by a description of CRM and CKM (Customer Knowledge Management), outlining how

crucial their successful use is. The practical part explores on the one hand the dependence on knowledge and on the other hand its availability for a good customer relationship. It includes a case study that investigates both the administrative and the operational area of a concrete company. The survey results are then discussed in detail, key success factors identified and mistakes pointed out. After this critical analysis, final recommendations are given that every company can benefit from.

Adoption of Customer Relationship Management (CRM) in China Bin-Xing Li 2005

Effective Implementation of Customer Relationship Management (CRM) Su Jin Yeon 2006 The research focuses on one of the four major multinational banks in New Zealand, and explores the similarities and differences in CRM implementation of the bank, compared to international best practice.

Systematic Methodology on Cross Country Branch Customer Relationship Management (CRM) Implementation 2011

Conceptual Foundations of Customer Relationship Management Alin Sergiu Vana 2002

Successful Customer Relationship Management Programs and Technologies: Issues and Trends Eid, Riyad 2012-03-31 "This book offers case studies, methodologies, frameworks and architectures, and generally the cutting edge in research within the field of customer relationship management"-- Provided by publisher.

Customer Relationship Management in the Pharmaceutical Industry Miloš Kalamanda 2014

Customer Relationship Management- Case Study of Taiwanese Companies 2010

Customer Relationship Management (CRM) 2005

The CRM Handbook Jill Dyché 2001-08-09 To compete in today's competitive marketplace, customer focus is no longer simply nice to have—it's a fundamental mandate. This book is a manager's best friend, providing both a primer and a how-to guide to defining and implementing Customer Relationship Management. It shows you: The various roles CRM plays in business, and why it's more important than ever The range of CRM applications and uses, from sales force automation to campaign management to e-CRM and beyond The context of some of the popular CRM buzzwords The differences between CRM and business intelligence, and why they're symbiotic Why the customer-relationship failure rate is so high, and how to avoid becoming another CRM statistic Case studies of visionary companies who've done CRM the right way “

How Critical is Employee Orientation for Customer Relationship Management? Insights from a Case Study Emmanuella Plakoyiannaki 2008 This paper explores the interface of employee orientation and the Customer Relationship Management (CRM) process based on an in-depth case study of a leading firm in the UK automotive services sector. Employee orientation is embedded in the Organizational Culture (OC) of the firm and manifested through its key elements, notably assumptions, values, behaviours and artefacts. CRM consists of four organizational activities: strategic planning, information, value creation, and performance measurement sub-processes. Based on the case study evidence, the widely postulated link between CRM success and employee orientation is empirically supported and the mechanisms underlying this association elucidated.

Case Study on Machine Learning for Customer Relationship Management in Service Industry Yuanchun Ho 2018

Factors Impacting Customer Relationship Performance in Social CRM Mostafa Esmaeili Shayan 2020-10-20 Research Paper (undergraduate) from the year 2020 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: A++, , course: Customer Relationship Performance in Social CRM, language: English, abstract: Customer relationship performance results from the successful implementation of CRM, which leads to effective and efficient marketing activities, gaining a competitive advantage, customer loyalty, and ultimately company performance. This study examined customer relationship orientation and CRM capabilities and value creation methods in social networks on

customer relationship performance. We used a structured questionnaire to measure the research variables, and the statistical population was the Saipa company's managers in 2020. A structural equation modeling based on linear regression calculation between different variables is used to investigate the relationship between the hypotheses. The study results indicate a significant effect of customer relationship orientation, value creation methods, use of social media, and social information processing on customer relationship performance. Also, customer relationship performance has a significant effect on company performance, while CRM and customer relationship orientation's social capabilities do not.

Developing and Applying a Customer Relationship Management Model at the British Institute, Indonesia: a Case Study Rachel Wicaksono 1999

British Gas Case Study 2004

Customer Relationship Management in the Financial Industry Federico Rajola 2014-07-08 An integrated view of IT and business processes through extended IT governance allows financial institutions to innovate operations which improve business and organizational performance. However, financial institutions still face challenges with CRM systems in delivering expected results due to lack of complete business integration. Increased exchange of knowledge between customers and the amount of such data available is steadily becoming a challenge for companies, especially in extending internal systems to global information systems with the purpose to collect and update data on a global scale. In this book, Prof. Rajola analyses different aspects of CRM systems taking both an organizational and a technological perspective. He adopts a theoretical framework to unpack issues associated with the need for companies to integrate operations and business processes. The emphasis is then drawn to development of effective CRM (and CRM 2.0) initiatives by making use of illustrative case studies of successful CRM systems implementation in the financial industry. The framework adopted in this book can be used by both scholars and managers to evaluate the interdependencies between operations, business processes, and CRM systems. .

CUSTOMER RELATIONSHIP MANAGEMENT ALOK KUMAR RAI 2012-12-05 This thoroughly revised and enlarged edition brings to light the latest developments taking place in the area of Customer Relationship Management (CRM), and focuses on current CRM practices of various service industries. This edition is organised into five parts containing 19 chapters. Part I focuses on making the readers aware of the conceptual and literary developments, and also on the strategic implementation of the concepts. Part II discusses the research aspects of CRM. Part III deals with the applications of information technologies in CRM. Part IV provides the various newer and emerging concepts in CRM. Finally, Part V analyses the CRM applications in various sectors, industries and companies. Primarily intended as a textbook for the students of Management, the book would prove to be an invaluable asset for professionals in service industries. New to This Edition Includes five new chapters, namely Research Techniques and Methods in Customer Relationship Management; Customer Satisfaction; Customer Loyalty; Service Quality; and Service Recovery Management, along with several additions of new text and revisions of the existing text. Provides latest advancements in CRM to keep the students abreast of these developments. Gives as many as 16 Case Studies with critical analysis of different industries to help the readers understand the subject. Covers a number of illustrations to elucidate the concepts discussed. Gives Project Assignment in each chapter.

Loyalty and Customer Relationship Management in Banking Sector: Case Study of HSBC Farrukh Khan

Cases on Consumer-Centric Marketing Management Jham, Vimi 2013-07-31 As marketing strategies remain an essential tool in the success of an organization or business, the study of consumer-centered behavior is valuable in the improvement of these strategies. Cases on Consumer-Centric Marketing Management presents a collection of case studies highlighting the importance of customer loyalty, customer satisfaction, and consumer behavior for marketing strategies. This comprehensive collection provides fundamental research for professionals and researchers in the fields of

customer relations, marketing communication, consumer research, and marketing analytics for insights into practical aspects of marketing in any organization.

A Case Study of Customer Relationship Management (CRM) John Murphy 2013

Implementation of a Customer Relationship Management Strategy to Enhance Customer Satisfaction in the Retail Selling Industry Silvia Stamenova 2018-01-31 Research Paper (undergraduate) from the year 2017 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 4.50, University of East London, language: English, abstract: The research questions posed in this paper relate to the following: What strategies need to be established in order for Sainsbury to develop close connection with its customers? What is their efficacy in the implementation of a CRM strategy? What are the future opportunities, standing in front of the retail seller? In this regards, the methodology used will be mainly quantitative. In its essence the quantitative research focuses on the numbers. Its basic aim is to measure quantity or amount and compare it with past records; the latter is all done with the aim to project for the future. In addition, the collection of data required was done by distributing the questionnaires to the visitors of Sainsbury, Beckton. The respondents to the questionnaire were chosen at random. However, the primary focus of the research was on shoppers aged 25-60 years of age. This resulted in 40 key informants who agreed to participate and fill in the previously designed questionnaire, containing closed, as well as open-ended questions and having a section for recommendations and personal opinions. However, the major hindrances, standing in front of the research are the low level of response rate, literary bias and the fact that the research is focused on only one shop. Simply put, the researcher's expectation about the response rate of the survey was at about 35%.

Implementing Customer Relationship Management Seamus McCarville 2000

Customer Relationship Management (CRM) in a Call Centre Alvin Suryadi Husin 2004

Customer Relationship Management V. Kumar 2006 Customer relationship management (CRM) offers the potential of maximised profits for today's highly competitive businesses. This title describes the methods and structures for integrating CRM principles into the workplace, so that a strong customer relationship can be achieved.

CRM Systems in Industrial Companies A. Perna 2014-03-30 CRM Systems in Industrial Companies contributes new knowledge on Customer Relationship Management (CRM) in the field of industrial marketing. Based on an in-depth case study, this book highlights the complexity and challenges in the development, implementation and use of CRM, revealing how truly challenging it is to extract value from CRM systems.

Customer relationship management Maria-Emmanuella Plakoyiannaki 2002

Customer Relationship Management Francis Buttle 2004-02-18 Customer Relationship Management: Concepts and Tools is a breakthrough book that makes transparent the complexities of customer relationship management. The book views customer relationship management as the core business strategy that integrates internal processes and functions, and external networks, to create and deliver value to targeted customers at a profit. Customer relationship management is grounded on high quality customer data and enabled by information technology. The book is a comprehensive and fully developed textbook on customer relationship management. Although, it shows the roles of customer data and information technology in enabling customer relationship management implementation, it does not accept that customer relationship management is just about IT. Rather it is about an IT- and data-enabled approach to customer acquisition, customer retention and customer development. Because customer relationship management is a core business strategy the book demonstrates how it has influence across the entire business, in areas such as strategic, marketing, operations, human resource, and IT management. Customer relationship management's influence also extends beyond the company to touch on partner and supplier relationships. An Instructor's PowerPoint pack is available to lecturers who adopt the book. Accredited

lecturers can download this by going to <http://books.elsevier.com/manuals'isbn=075065502X> to request access.

CUSTOMER RELATIONSHIP MANAGEMENT S. SHANMUGASUNDARAM 2008-04-15 Customer Relationship Management (CRM) is a modern approach to marketing. It focuses on the individual consumer. Customer is the 'king', therefore, the products and services have to be offered in such a way that they suit the needs and preferences of the customer. This comprehensive and easy-to-read text deals with the formulation of methodologies and tools that help business organizations to manage critical customer relationships by supporting all customer-centric processes within an enterprise, including marketing, sales and customer support. In addition, the book emphasizes managing opportunity for optimum productivity, coordinating the specialized activities of multi-functional teams, developing and retaining corporate knowledge and completing complex multi-step processes in a timely and efficient manner. This text is intended for the students of masters in business administration (MBA) and those pursuing postgraduate diploma in marketing management (PGDMM). Besides, the book should prove to be a useful reference for marketing professionals. KEY FEATURES □ Covers various dimensions of CRM with several case studies. □ Includes the modern concept—e-CRM. □ Incorporates deep study of research oriented topics.

Customer Relationship Management and Customer Retention Ama Achiaa Kankam Boadu 2019-11-11 Research Paper (postgraduate) from the year 2019 in the subject Business economics - Customer Relationship Management, CRM, grade: 1.5, Kwame Nkrumah University of Science and Technology, language: English, abstract: Customer Relationship Management (CRM) practices are business strategies designed to reduce costs and increase profitability by solidifying customer loyalty. With intense competition among insurance companies in Ghana, this study sought to assess Customer Relationship Management practices and Customer Retention in NSIA Insurance. The study was conducted to identify critical factors necessary for customer retention in carrying out customer relationship management practices in the selected insurance company and to develop effective customer relationship management practices to manage customer retention for sustainability within the insurance industry using NSIA Insurance as a case study. Well structured questionnaires and face-to-face interview were the methods adopted for the investigation of the study. A sample size of 40 respondents was considered, they were made up of customers and the staff who are fully involved in customer relationship management of the insurance company. Data collected from the completed questionnaires and the interviews were grouped into frequency tables and expressed in percentages. The researcher relied on the SPSS in interpreting the collected data. The study shows that even though NSIA insurance has policies on customer relationship management practices, these policies are not carried out fully to accomplish the ultimate goal of customer retention. The study recommends that for the insurance company to command an adequate number of loyal customers, NSIA Insurance should consistently improve on its quality of service to address the preference of the customers and consider the five service quality constructs of reliability, assurance, tangibility, empathy and responsiveness.

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 Chaturvedi 2009 CRM was born in the 1990s in the West. In the initial phases, the over enthusiastic businesses invested almost US\$ 400 billion. But, the very same businesses were disheartened very soon primarily because there were no returns visible. And, there were no quick results mainly because 80 per cent of the investments were made in technology. 'CRM' meant 'technology' to them then; 'CRM' means 'technology' to them even today. However, no business need bother so long as it is ready to go by the 'human' aspect of CRM, and take technology only as a facilitator. This book is an attempt to present this 'human' side of CRM. The authors' belief is that, in the long-term, CRM can be successful only due to its 'human' face. The book is arranged in three Parts. Part I, Customer Relationship Management, contains the academic inputs titled as Customer is King, Customer Managed Relationships MINI-Marketing, Types of CRM, Building Blocks of CRM & CRM Strategies, Customer Relationship Management by Indian Firms, Customer Retention Strategies, HRM in CRM, and Implementing a Technology-based CRM Solution. Part II, Call Centre Management, covers the areas concerning the working of a call centre titled as The Call Centre, Call Centre Functionality, Team Building, Customer Relationship Management, Web-based Customer Support, and Contact Centre Glossary. Part III, Cases, gives a first-hand idea of the working of CRM in the more peculiar contexts, like public sector undertakings through five well documented cases.

The effects/benefits of customer relationship Management (CRM) on customer satisfaction Margaret Ansei 2016

Research and Practical Issues of Enterprise Information Systems II Volume 2 Li Xu 2007-12-29 This volume presents work from the IFIP TC 8 WG 8.9 International Conference on the Research and Practical Issues of Enterprise Information Systems (CONFENIS 2007). Enterprise information systems (EIS) have become increasingly popular. EIS integrate and support business processes across functional boundaries in a supply chain environment. In recent years, more and more enterprises world-wide have adopted EIS such as Enterprise Resource Planning (ERP) for running their businesses.

Customer Relationship Management Ed Peelen 2013 This text gives a well-balanced coverage of strategy and organisation, marketing aspects, analytical CRM, operational CRM, CRM systems and their implementation. It is the only comprehensive academic text to cover the entire scope of CRM from a marketing management angle. It contains case studies and questions at the end of each chapter to test understanding. It has coverage of the strategic, organisational, commercial and technological aspects of CRM. It also contains discussion of buyer-seller relations from a social psychology perspective.

Customer Relationship Management Dr. Pallavi (Joshi) Kapooria 2017-08-14 In this era of customer sovereignty, the key to success is to be customer-centric to the core and divert optimum resources towards identifying the right customers and catering to their service needs so as to leverage the relationship with a long-term perspective. In the fierce marketplace, the prime factor that will prove to be a sustainable differentiator is customer loyalty. Marketers must connect with the customers - inform, engaging and energizing them in the process to capture the customers and win over the competition. This book will give an insight into such aspects of CRM and help an organization to develop an apt strategy and build an infrastructure that absolutely must be in place before they can begin to understand the customers and start delivering effective loyalty programs. It emphasizes on the fact that the loyalty is built on trust which results from the total experience that a customer has with your organization throughout the customer lifecycle. This book will primarily cater to the management students who are aspiring managers keen to explore the world of endless opportunities of Marketing & Brand Management. It will provide them with an insight into the core concepts of CRM and equip them to successfully mark their corporate debut. This book also intends to cater to the corporate professionals who are planning to invest in a Customer Relationship Management program. I hope that we will be able to build a relationship through my investment in writing this book and your investment in reading it. Since a relationship is two-way, I hope that we can benefit from each other's experiences. I would be glad to hear from you, please do share your

Customer Relationship Management Case Study

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