

Customer Relationship Management A Key To Corporate Success

Customer Relationship Management P. Schulz Et Al. 2008-08 Project Report from the year 2007 in the subject Business economics - Customer Relationship Management, CRM, grade: 86%, Macquarie University (Graduate Accounting and Commerce Centre), course: MKTG814, Managing Customer Relations (post-graduate unit), language: English, abstract: Lufthansa is Germany's aviation flagship company and also one of the major airlines operating on a global scale. Established in 1926, Lufthansa currently is one of the biggest members and also founders of the Star Alliance, the world's most important airline cooperation. Divided into five strategic business segments (passenger business, logistics, Maintenance Repair Overhaul, catering and IT services), the following report will focus on the passenger business segment and Lufthansa's activities in terms of customer relationship management (CRM) in this division. Being one of the first airlines to have established a customer loyalty program, Lufthansa successfully runs its frequent flyer concept Miles & More (Lufthansa, 2007). In a competitive environment like the aviation business, relying on a loyal customer base which generates a major part of the company's revenue is one of the key drivers for success. Due to cost pressure in the late 1990's and the crisis in the aviation business after the terror attacks in 2001, airlines more than ever before recognized and appreciated the value of a relationship to its important profitable customer segments. Thus CRM strategies have become increasingly relevant for Lufthansa and other airlines. Lufthansa's CRM strategy in the passenger business segment is concentrated within the Miles & More program. Different statuses of memberships are designed to attend to customers throughout the stages of customer's lifetime and therefore represent the value of the customer for the company. Beneath the Miles & More surface, an accurate value chain is required. The value chain contains Lufthansa's Customer Portfolio Analysis, IT and Database Integration

Customer Relationship Management - Simple Steps to Win, Insights and Opportunities for Maxing Out Success Gerard Blokdiijk 2015-07-04 The one-stop-source powering Customer Relationship Management success, jam-packed with ready to use insights for success, loaded with all the data you need to decide how to gain and move ahead. An one-of-a-kind book, based on extensive research, this reveals the best practices of the most successful Customer Relationship Management knowledge mavens, those who are adept at continually innovating and seeing opportunity where others do not. This is the first place to go for Customer Relationship Management innovation, in today's knowledge-driven business environment, professionals face particular challenges as their purpose is to discover or develop new concepts, products, or processes; the pressure to perform is intense. This title is the entryway to a single source for innovation. BONUS: Included with the book come numerous real-world Customer Relationship Management blueprints, presentations and templates ready for you to download and use. This book addresses the crucial issue of Customer Relationship Management adoption by presenting the facts to move beyond general observation. The model underpinning this book has been used as a predictive decision tool, tracking thousands of innovations for over more than a decade. And...this all-encompassing analysis focuses on key areas of future Customer Relationship Management growth.

Industrial Marketing Mukerjee 2009

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.

Accelerating Customer Relationships Ronald S. Swift 2001 Preface Corporations that achieve high customer retention and high customer profitability aim for: The right product (or service), to the right customer, at the right price, at the right time, through the right channel, to satisfy the customer's need or desire. Information Technology—in the form of sophisticated databases fed by electronic commerce, point-of-sale devices, ATMs, and other customer touch points—is changing the roles of marketing and managing customers. Information and knowledge bases abound and are being leveraged to drive new profitability and manage changing relationships with customers. The creation of knowledge bases, sometimes called data warehouses or Info-Structures, provides profitable opportunities for business managers to define and analyze their customers' behavior to develop and better manage short- and long-term relationships. Relationship Technology will become the new norm for the use of information and customer knowledge bases to forge more meaningful relationships. This will be accomplished through advanced technology, processes centered on the customers and channels, as well as methodologies and software combined to affect the behaviors of organizations (internally) and their customers/channels (externally). We are quickly moving from Information Technology to Relationship Technology. The positive effect will be astounding and highly profitable for those that also foster CRM. At the turn of the century, merchants and bankers knew their customers; they lived in the same neighborhoods and understood the individual shopping and banking needs of each of their customers. They practiced the purest form of Customer Relationship Management (CRM). With mass merchandising and franchising, customer relationships became distant. As the new millennium begins, companies are beginning to leverage IT to return to the CRM principles of the neighborhood store and bank. The customer should be the primary focus for most organizations. Yet customer information in a form suitable for marketing or management purposes either is not available, or becomes available long after a market opportunity passes, therefore CRM opportunities are lost. Understanding customers today is accomplished by maintaining and acting on historical and very detailed data, obtained from numerous computing and point-of-contact devices. The data is merged, enriched, and transformed into meaningful information in a specialized database. In a world of powerful computers, personal software applications, and easy-to-use analytical end-user software tools, managers have the power to segment and directly address marketing opportunities through well managed processes and marketing strategies. This book is written for business executives and managers interested in gaining advantage by using advanced customer information and marketing process techniques. Managers charged with managing and enhancing relationships with their customers will find this book a profitable guide for many years. Many of today's managers are also charged with cutting the cost of sales to increase profitability. All managers need to identify and focus on those customers who are the most profitable, while, possibly, withdrawing from supporting customers who are unprofitable. The goal of this book is to help you: identify actions to categorize and address your customers much more effectively through the use of information and technology, define the benefits of knowing customers more intimately, and show how you can use information to increase turnover/revenues, satisfaction, and profitability. The level of detailed information that companies can build about a single customer now enables them to market through knowledge-based relationships. By defining processes and providing activities, this book will accelerate your CRM "learning curve," and provide an effective framework that will enable your organization to tap into the best practices and experiences of CRM-driven companies (in Chapter 14). In Chapter 6, you will have the opportunity to learn how to (in less than 100 days) start or advance, your customer database or data warehouse environment. This book also provides a wider managerial perspective on the implications of obtaining better information about the whole business. The customer-centric knowledge-based info-structure changes the way that companies do business, and it is likely to alter the structure of the organization, the way it is staffed, and, even, how its management and employees behave. Organizational changes affect the way the marketing department works and the way that it is perceived within the organization. Effective communications with prospects, customers, alliance partners, competitors, the media, and through individualized feedback mechanisms creates a whole new image for marketing and new opportunities for marketing successes. Chapter 14 provides examples of companies that have transformed their marketing principles into CRM practices

and are engaging more and more customers in long-term satisfaction and higher per-customer profitability. In the title of this book and throughout its pages I have used the phrase "Relationship Technologies" to describe the increasingly sophisticated data warehousing and business intelligence technologies that are helping companies create lasting customer relationships, therefore improving business performance. I want to acknowledge that this phrase was created and protected by NCR Corporation and I use this trademark throughout this book with the company's permission. Special thanks and credit for developing the Relationship Technologies concept goes to Dr. Stephen Emmott of NCR's acclaimed Knowledge Lab in London. As time marches on, there is an ever-increasing velocity with which we communicate, interact, position, and involve our selves and our customers in relationships. To increase your Return on Investment (ROI), the right information and relationship technologies are critical for effective Customer Relationship Management. It is now possible to: know who your customers are and who your best customers are stimulate what they buy or know what they won't buy time when and how they buy learn customers' preferences and make them loyal customers define characteristics that make up a great/profitable customer model channels are best to address a customer's needs predict what they may or will buy in the future keep your best customers for many years This book features many companies using CRM, decision-support, marketing databases, and data-warehousing techniques to achieve a positive ROI, using customer-centric knowledge-bases. Success begins with understanding the scope and processes involved in true CRM and then initiating appropriate actions to create and move forward into the future. Walking the talk differentiates the perennial ongoing winners. Reinvestment in success generates growth and opportunity. Success is in our ability to learn from the past, adopt new ideas and actions in the present, and to challenge the future. Respectfully, Ronald S. Swift Dallas, Texas June 2000

Increasing Customer Loyalty via Mobile Customer Relationship Management Silke Freitag 2002-08-01 Inhaltsangabe:Abstract: The main objective of this research was to find out and demonstrate how companies can manage to maintain and increase their customer s loyalty with the help of Customer Relationship Management in today s wireless world. Due to the growing convergence of the Internet and the mobile phone, competition between companies is considerably increasing. In order to further keep their stake in the market, companies are forced to improve the relations to their customers by using new business technologies enabling them to differentiate themselves from the competition in offering personalized services especially tailored to their customers needs. This thesis will concentrate on the opportunities that Customer Relationship Management offers in the wireless world. Mobile applications and instruments that enable companies to create more loyalty among their customers will be pointed out while special focus is laid on SMS-Marketing. A few examples of companies who have been successfully applying wireless marketing will be given. Furthermore, part of this thesis was to carry out an online survey during which a number of people were interviewed about their experience with mobile services and their willingness to accept wireless marketing. The survey results provided a basis upon which the acceptance of possible marketing strategies, designed to increase customer loyalty, could be judged. Inhaltsverzeichnis:Table of Contents: AbbreviationsIII FiguresIV 1.Introduction1 1.1Problem statement2 1.2Limitation of research topic3 1.3Research procedure4 2.M-Business: Anywhere Anytime Access 5 2.1Definition of M-Business5 2.2Mobile network technology6 2.2.1GSM6 2.2.2GPRS7 2.2.3HSCSD8 2.2.4UMTS8 2.3Service technology9 2.3.1WAP9 2.3.2Bluetooth10 2.3.3Short Messaging Service (SMS)11 2.4iMode as an alternative to WAP11 2.5Mobile payment solutions14 2.5.1Paybox14 2.5.2Mobilpay16 2.5.3Payitmobile solution17 3.Mobile Customer Relationship Management - Key Functions and Definitions18 3.1Definition of Customer Relationship Management18 3.2CRM - A customer-oriented organizational process19 3.3Benefit of CRM22 3.3.1Improvement of image23 3.3.2Improvement of efficiency24 3.3.3Acquisition of new customers24 3.3.4Customer bonding25 3.4Customer Lifetime Value - A means to measure the success of CRM26 3.5CRM in the wireless world29 3.6Fields of application31 3.7Objectives of Mobile Customer Relationship Management32 4.M-CRM as a [...]

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.

CRM in Financial Services Bryan Foss 2002 Packed with international case studies and examples, the book begins with a detailed analysis of the state of CRM and e-business in the financial services globally, and then goes on to provide comprehensive and practical guidance on: making the most of your customer base; systems and data management; risk and compliance; channels and value chain issues; implementation; strategic implications.

Business Relationship Management Robbie Wheeler 2019-12-10 Competition in business is very stiff with every business trying to earn a good share of the market. The number of customers the business has determined its success in meeting its goals. With businesses coming up and leaving the market, organizations have had to advance their strategies for enhancing their business relations. There are different stakeholders in businesses that play key roles in the success of the business. Running a business requires input from different persons and organizations. A business can't exist in isolation as it needs its customers, suppliers, investors, the community, and the government. Do you have a business and have been lost at how to make it in the market? Making connections with the right persons is the answer. In this book, you will attain skills and knowledge in enhancing your business with the right relationship. The chapters in this book provide the following information; An understanding of business relationships and how they are relevant to your business. you will find information on how you can effectively connect with customers, suppliers, investors and be in the good books of the law to advance your business. In this book are different strategies that businesses have been using to keep up with competition. Among the strategies, you will discover how to optimize your client base through the effective use of social media. You will also learn how to effectively satisfy your customer needs. To satisfy customer needs a business needs to understand what the customer's needs are by carrying out market research. The book gives an outline of easy steps of researching your customer needs and identifying how effective you are in satisfying your existing customers. The book will give you information about customer service. You will discover where you are going wrong in giving satisfactory service and what you can do to earn customer loyalty. You will discover secrets for outdoing competition and reaching the top of the game. This book will also give information on internal business relations giving detailed analysis on how you can enhance the productivity of your workforce through enabling work environment and motivation, all of which contribute to job satisfaction. By reading this book you will realize that with the right skills you can transform your employees into your brand ambassadors. The book also looks into business culture. You will find out how the culture of your organization affects its progress. Through reading this book you will also discover how you can cultivate favorable culture in your business to enhance its productivity. If you are planning on building a business culture, you are going to learn how you will go about it. The book also gives an outline of the ethical practices in business. You will understand does and don'ts in the world of business. As you grow your business, you will discover different ethics that apply universally in business. The book will help you understand how to handle your business information and effectively deal with customers and employees to avoid conflicts. The book will help you understand what ethics are and how they apply in business. □

Customer Relationship Management Kristin L. Anderson 2001-09-22 This reader-friendly series is must read for all levels of managers All managers, whether brand-new to their positions or well established in the

corporate hierarchy, can use a little brushing-up now and then. The skills-based Briefcase Books Series is filled with ideas and strategies to help managers become more capable, efficient, effective, and valuable to their corporations. As customer loyalty increasingly becomes a thing of the past, customer relationship management (CRM) has become one of today's hottest topics. Customer Relationship Management supplies easy-to-apply solutions to common CRM problems, including how to maximize impact from CRM technology, which data warehousing techniques are most effective, and how to create and manage both short- and long-term relationships.

Customer Success Management Michael Kleinaltenkamp 2023-03-11 End of 2022, nearly 200,000 people indicated holding a position as a customer success manager on LinkedIn. Customer success management (CSM) is thus the fastest growing business function. It was first implemented in selected service businesses, but currently CSM applications are spreading globally across industries. This book provides a clear understanding of CSM for practitioners based on comprehensibly prepared knowledge from practical and scientific resources. The book can be used as a practical guide to learn about CSM process and the roles, necessary capabilities, and expectations toward customer success managers. Furthermore, it also shows how CSM differs from and, at the same time, relates to existing customer-related management concepts such as value-based selling, key account management and customer relationship management. The presented insights are not only relevant for customer success managers, but also for those aiming at such a position in the future. The book is also useful for supplier and customer representatives who are connected with customer success management activities in their daily business.

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.

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.

Customer Relationship Marketing Merlin Stone 2000 Relationship marketing is considered by most major corporations to be one of the keys to unlocking the full power of e-commerce in the 21st century. In order that customers and consumers can be targeted effectively, a lasting relationship with each and every one is required. For this to be effectively achieved, there is a need for long-term strategy and technological investment. But where do businesses start? This practical guide is designed to set any organization on the path to planning CRM strategy and offers advice to ensure long-term success. This second edition is revised to take account of research since the first edition, and contains examples.

Successful Customer Relationship Marketing Bryan Foss 2001 A handbook on customer relationship marketing. Successful Customer Relationship Marketing explores what companies all over the world are doing and shows what tools and techniques are actually bringing results. It is divided into four parts: Customer Knowledge; Strategy and Technology; Implementation; and Sector Studies.

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.

Impacts of Customer Relationship Management on Development of Corporations Martin A. Moser 2021-10-28 The overall goal of this book is the identification of design features and prerequisites for a CRM-system, which contribute to an increase in sales and the overall development of corporations in the packaging industry. Particular attention is paid to the identification of requirements of a CRM-system that contribute to an increase in the acceptance of the users.

Customer Relationship Management Michael J. Cunningham 2002-04-26 Fast track route to developing world customer relationships Covers all the key techniques for successful customer relationship management, from developing profitable customer relationships to integrated sales management systems and from e-marketing to pricing Examples and lessons from some of the world's most successful businesses, including Cisco and EclipsysEMC, and ideas from the smartest thinkers, including Don Peppers, Thomas Siebel and Patricia Seybold Includes a glossary of key concepts and a comprehensive resources guide

Relationship Marketing and Customer Relationship Management Annekie Brink 2008 Presenting a dramatic shift in the way marketing is viewed and how its value is determined, this diverse resource focuses on the retention of customers through excellent customer service. Attending to the "4 Ps" of marketing, the guidebook addresses the ways in which a marketer can make decisions with the customer's perspective as the priority. With strategies both for one-to-one marketing and for mass customization, this critical handbook offers information for today's ever-adapting business environment.

CUSTOMER RELATIONSHIP MANAGEMENT KAUSHIK MUKERJEE 2007-07-25 "This textbook on CRM, a new approach to marketing, is comprehensive and managerially very useful. Its case studies with a mixture of Indian and non-Indian cases, are extremely interesting and will be fun for students to learn and for instructors to teach." JAGDISH N. SHETH, Professor of Marketing, Emory University This straightforward and easy-to-read text provides students of management and business studies with a thorough understanding of fundamental abilities and strategies that lead to the successful implementation of practice of CRM (Customer Relationship Management), regarded as the wonder solution to all the problems encountered by marketers. To cope with the increasing intensity of competition, necessitating a drive towards enhancement of customer satisfaction, the book emphasizes the need for integration and coordination along the value chain to effectively and efficiently manage customers. The book focuses on best practices in CRM and illustrates along the way through several interesting case studies how CRM has been used in various industries to build relationships with customers. The book also provides a solid grounding in tools, techniques and technologies used in CRM and explains in detail the power of eCRM to help companies make their vision of CRM a reality. The text is intended for students of MBA, PGDM (Postgraduate Diploma in Management), and PGPBA (Postgraduate Programme in Business Administration). Besides, this book is a useful reference for managerial and marketing professionals. KEY FEATURES □ Provides insight into contemporary developments in CRM □ Cites Indian as well as global examples □ Offers case studies on Indian and global companies to highlight the use of CRM

Business Relationship Management and Marketing Michael Kleinaltenkamp 2014-09-30 Relationship management, key account management and customer orientation are concepts that have become central to modern management. This book is dedicated to illustrating and reflecting these concepts and their corresponding methods and instruments in depth. It is thereby focused on the business-to-business realm and equally applies to traditional industrial markets as well as to business-to-business services. Contributions include state-of-the-art research results that are conveyed in a comprehensible fashion to be applied in both executive education as well as in practice.

Customer Relationship Management and IT Danil Dintsis 2020-06-03 All of us enjoy individually specific service or a product that is delivered for us only. Customer relationship management (CRM) is the area of expertise that helps companies to work with customers based on their specific needs or requirements. To reach success CRM systems implement the most powerful math and IT tools such as statistical analysis, artificial neural nets, and graph systems. This book deals with the practical implementation and meta-analysis of CRM experience in various locations and business areas. The authors have produced a great book and provided meta-analysis of the latest CRM systems and a roadmap of their development. In the chapters, our readers will find descriptive analysis of CRM models, applied tools, and methods.

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 experience and feedback at pallavikapooria@gmail.com

Customer Relationship Management Srivastava Mallika With the aim of developing a successful CRM program this book begins with defining CRM and describing the elements of total customer experience, focusing on the front-end organizations that directly touch the customer. The book further discusses dynamics in CRM in services, business market, human resource and rural market. It also discusses the technology aspects of CRM like data mining, technological tools and most importantly social CRM. The book can serve as a guide for deploying CRM in an organization stating the critical success factors. KEY FEATURES • Basic concepts of CRM and environmental changes that lead to CRM adoption • Technological advancements that have served as catalyst for managing relationships • Customer strategy as a necessary and important element for managing every successful organization • CRM is not about developing a friendly relationship with the customers but involves developing strategies for retention, and using them for achieving very high levels of customer satisfaction • The concept of customer loyalty management as an important business strategy • The role of CRM in business market • The importance of people factor for the organization from the customer's perspective • Central role of customer related databases to successfully deliver CRM objectives • Data, people, infrastructure, and budget are the four main areas that support the desired CRM strategy

The Importance of Customer Relationship Management in the Automotive Supply Industry Michael Schäfer 2007-08 Master's Thesis from the year 2006 in the subject Business economics - Customer Relationship Management, CRM, grade: B-, University of Leicester (Management Center), language: English, abstract: The purpose of this dissertation is to investigate the importance of CRM in a specific industry for a specific company. More precisely, this work will explore the automotive supplier industry; and within that industry, the company Y will be analysed, discussed and explored. Y is a supplier of aluminium tubes and aluminium profiles to the global automotive industry. The research will encompass several key areas in an effort to present a multi-perspective work, including best practices, an overview of CRM, and key factors of success as well as an automotive industry survey that the author administered, documented and integrated into this dissertation to add an element from the real business world to the research. First, a broad overview of relevant CRM theories and their meaning will be presented in order to set the stage for a discussion of Y as a specific competitor in the automotive supplier industry and to facilitate realistic and effective comparison and contrast between industry trends and the chosen company in particular. Following the CRM theory overview, differences between business-to-business and business-to-consumer markets will be differentiated for a complete understanding of these two distinct segments of the industry. Success factors within CRM will be presented, together with the limitations and problems associated with the application of CRM. After that supplementing theories beyond CRM will be identified and discussed. A literature review will be included to add substance and relevance to the research. In the second part of this dissertation, a survey will be presented that the author composed and administered towards Y's business-to-business automotive customers. After the survey and methodology is discussed, an analysis of the results of the survey will

Customer Relationship Management Venkata V. Ramana 2003

Customer Relationship Management 50minutes 2017-08-25 Understand customer relationship management in no time! Find out everything you need to know about this powerful tool with this practical and accessible guide. Customer relationship management is a valuable tool in an increasingly competitive business world. It allows companies to find out who their customers are and what they want, which enables them to tailor their communication and offers to their clients. No matter what your sector of activity, an effective CRM strategy will boost customer satisfaction, increase performance and give you a valuable edge over the competition. In 50 minutes you will be able to: - Understand the wide range of tools and techniques used in customer relationship management - Tailor your communications to your customers' needs and expectations - Evaluate the success of your CRM strategy based on a number of key performance indicators ABOUT 50MINUTES.COM MANAGEMENT AND MARKETING The Management and Marketing series from the 50Minutes collection provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications will give you elements of theory, definitions of key terms and case studies in a clear and easily digestible format, making them the ideal starting point for readers looking to develop their skills and expertise.

Successful Key Account Management In A Week Grant Stewart 2012-03-30 Key account management just got easier 'This little book is a real gem' Professor Malcolm McDonald Key account management is increasingly important and must keep pace with its customers as they continually develop and evolve, often resulting in increasingly sophisticated buying structures. The key account manager therefore requires a wide variety of skills in order to be successful; this is not only an important job role in its own right, it is often a stepping stone to career development, leading to more senior management jobs. Successful Key Account Management In A Week is a week long course. On Sunday you are encouraged to Know your customer as success depends on a relationship that is both rewarding and valuable. On Monday you will Analyse your growth opportunities. The competitiveness of the company must be appraised to enable the identification of sales growth opportunities and all major accounts should be compared in appeal and position to give an indication of the strategy to be adopted for customers. On Tuesday you will Measure profits by account. You will be shown how to measure the profitability of major customers and to draw up league tables to enable profit improvement strategies. On Wednesday you will Plan for success, building on the analysis of growth opportunities and profit measurement already considered, to result in a best judgement final plan. On Thursday you will learn to Negotiate to win-win; success relies on understanding the difference between negotiation and selling and being able to conduct negotiations to produce a win-win situation in which the objectives of both sides are considered. On Friday you will look at Control activity levels and the monitoring of standards of performance to enable the presentation of plans and progress, allowing the measurement of success against these plans. And finally, on Saturday you are reminded to Manage relationships with an introduction to the Relationship Model which describes how business with a customer changes as it moves from a transactional or short-term sales achievement, to collaboration with long-term customer value and retention. 'This little book is a real gem, which you should read, use and keep handy for continuous reference. If you follow the straightforward guidelines in this book, your company's future is assured' Professor Malcolm McDonald, Former Professor of Marketing and Deputy Director, Cranfield University School of Management

PERFORMANCE DRIVEN CRM: HOW TO MAKE YOUR CUSTOMER RELATIONSHIP MANAGEMENT VISION A REALITY Stanley Brown & Moosha Gulycz 2006 Market_Desc: · Senior Managers and Upper and Mid-

Level Managers in marketing, relationship marketing, and customer care Special Features: · Case studies and best practice examples from PwC's global CRM practice--including FedEx, NEC, and Sears· Includes questionnaires, assessment tools, exercises, and action plans· Measurement tools are applicable to the firm's internal culture as well as external customer care· Features e-business applications--using Web tools in research and assessment; what to measure in an Internet environment· Brown is a partner in PwC's Global Customer Relationship Management Practice, an international authority on the subject of customer care, and the author of several books About The Book: This book picks up where Customer Relationship Management left off. That book laid the foundation, the vision of CRM-what it is and what it can do for your organization--whereas this book shows clearly and quantifiably how to get there and how to ensure that you stay there. Many organizations have embraced CRM as the way of the future and have invested millions of dollars in CRM technology and processes. But how effective is that investment? What should you measure to determine the value your CRM initiatives are delivering to the organization? Performance-Driven CRM shows you how to apply a balanced scorecard approach to your customer care initiatives. It gives you the tools and techniques to measure and monitor, not for control purposes, but to help you make your vision of CRM a reality.

Customer Relationship Management Stanley A. Brown 2000-04-27 Maximize customer satisfaction and maximize your bottom line Over the last decade, too many organizations have assumed that their products or services were so superior that customers would automatically keep coming back for more. But in order to compete effectively in today's marketplace, organizations must change their strategy to become more customer focused, not product focused. Customer Relationship Management (CRM) is the best way to integrate this customer-facing approach throughout an organization. Aimed at understanding and anticipating the needs of an organization's current and potential customers, this innovative book shows how CRM links people, process, and technology to optimize an enterprise's revenue and profits by first providing maximum customer satisfaction. * Covers developing a market-oriented strategy, innovation in products and services, sales and channels transformation, customer relationship marketing, and customer care Stanley A. Brown (Toronto, Canada) is Partner in Charge of the Centre of Excellence in Customer Care at PricewaterhouseCoopers in Toronto.

Customer Relationship Management V. Venkata Ramana 2004-05-01 The nineties have heralded many revolutionary changes in the economy, worldwide. Competition has driven organizations to constantly seek new ways and methods to identify, serve and satisfy customers better and thereby improve profitability. A transformation from 4P's (Product, Price, Place, Promotion) to the 4C's (Customer, Cost, Convenience, Communication) has embarked upon a new ideology of customer luxury. Hence, managing relationships with customers has become a critical organizational competency. This book attempts to provide the nature, concept, and implementation of CRM practices and methodologies as applicable to the different organizations. The book is divided into three parts: Part I of the book provides a conceptual framework, application of CRM in banking, financial and services sectors. Part II deals with the e-CRM concepts and implementation issues involved and its relevance to the different sectors. Part III consists of case studies of organizations which have implemented CRM. Especially developed to cater to the academic needs of Post Graduate students, it is an ideal reference manual for faculty and researchers as well. Practicing managers will find it interesting to read and effective to adopt.

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.

Social Customer Relationship Management Rainer Alt 2019-08-29 Social media has received considerable attention, and many potential benefits, as well as concerns, are now being discussed. This book explores how social media can successfully support business processes in marketing, sales and service in the context of customer relationship management (CRM). It presents the fundamentals of Social CRM and shows how small and large companies alike have implemented it. In turn, the book presents analytic and operational software tools that offer features for enhancing and streamlining interactions with customers. The book concludes with an overview of essential design areas that businesses need to bear in mind when introducing social media into their CRM strategies. In this regard, it also points out key success factors, limitations, and data protection aspects.

Customer Relationship Management Judith W. Kincaid 2003 An ETHS graduate of 1962 provides a blueprint for customer relationship management in business and technical organizations.

Key Customers Malcolm McDonald 2000-07-04 Developing successful business-to-business relationships with more powerful customers in highly competitive markets requires processes and skills that go beyond traditional selling activity. The very best state-of-the-art strategies are set out clearly in this book in a practical way that can be implemented in all organizations. In particular 'Key Customers' looks at: * why has key account management become so critical to commercial success? * what are the key challenges and how do successful companies respond? * why is it vital to understand the role of key account management in strategic planning? * do you know what strategy your customer has for your company? By addressing these key questions McDonald, Rogers and Woodburn draw out the business issues that really matter - from developing a customer classification system that really works, analysing the needs of key accounts, developing the skills of key account managers to how systems for implementing key account plans can be developed. Throughout the book the emphasis is on clarifying and articulating the key concepts to give the reader the tools to apply in the marketplace. The 'real world' approach is based on best practice from leading companies globally and the latest research from the renowned Cranfield School of Management. 'Key Customers' comes from authors with an international reputation in this field and is an essential guide to customer management for marketing and sales executives, and all senior management with strategic responsibility. The clear and authoritative approach also makes it an outstanding text for the serious MBA and executive student.

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 “

Customer Relationship Management R. Shanthi 2019-06-05 CUSTOMER RELATIONSHIP MANAGEMENT OPERATIONAL CRM ANALYTICAL CRM COLLABORATIVE CRM RELATIONSHIP MANAGEMENT THE CRM MODEL ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM) CRM IMPLEMENTATION APPLICATIONS OF CRM IN HEALTH SECTOR FINANCIAL SYSTEM OVERVIEW APPLICATIONS OF CRM IN THE MANUFACTURING SECTOR APPLICATION OF CRM IN RETAIL SECTOR APPLICATION OF CRM IN TELECOM SECTOR FUTURE OF CRM Conclusion Reference Index

Building the Customer-Centric Enterprise Claudia Imhoff 2001-02-19 Strategies for leveraging information technologies to improve customer relationships With E-business comes the opportunity for companies to really get to know their customers--who they are and their buying patterns. Business managers need an integrated strategy that supports customers from the moment they enter the front door--or Web site--right through to fulfillment, support, and promotion of new products and services. Along the way, IT managers need an integrated set of technologies--from Web sites to databases and data mining tools--to make all of this work. This book shows both IT and business managers how to match business strategies to the technologies needed to make them work. Claudia Imhoff helped pioneer this set of technologies, called the Corporate Information

Factory (CIF). She and her coauthors take readers step-by-step through the process of using the CIF for creating a customer-focused enterprise in which the end results are increased market share and improved customer satisfaction and retention. They show how the CIF can be used to ensure accuracy, identify customer needs, tailor promotions, and more.

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.

The Art of CRM Max Fatouretchi 2019-05-22 This CRM masterclass gives you a proven approach to modern customer relationship management Key Features Proven techniques to architect CRM systems that perform well, that are built on time and on budget, and that deliver value for many years Combines technical knowledge and business experience to provide a powerful guide to CRM implementation Covers modern CRM opportunities and challenges including machine learning, cloud hosting, and GDPR compliance Book Description CRM systems have delivered huge value to organizations. This book shares proven and cutting-edge techniques to increase the power of CRM even further. In *The Art of CRM*, Max Fatouretchi shares his decades of experience building successful CRM systems that make a real difference to business performance. Through clear processes, actionable advice, and informative case studies, *The Art of CRM* teaches you to design successful CRM systems for your clients. Fatouretchi, founder of Academy4CRM institute, draws on his experience over 20 years and 200 CRM implementations worldwide. Bringing CRM bang up to date, *The Art of CRM* shows how to add AI and machine learning, ensure compliance with GDPR, and choose between on-premise, cloud, and hybrid hosting solutions. If you're looking for an expert guide to real-world CRM implementations, this book is for you. What you will learn Deliver CRM systems that are on time, on budget, and bring lasting value to organizations Build CRM that excels at operations, analytics, and collaboration Gather requirements effectively: identify key pain points, objectives, and functional requirements Develop customer insight through 360-degree client view and client profiling Turn customer requirements into a CRM design spec Architect your CRM platform Bring machine learning and artificial intelligence into your CRM system Ensure compliance with GDPR and other critical regulations Choose between on-premise, cloud, and hybrid hosting solutions Who this book is for CRM practitioners who want to update their work with new, proven techniques and approaches

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