

# Customer Relationship Management V Kumar

**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.

**Customer Relationship Management - 2003**

Legends in Marketing: V. Kumar - Jagdish N. Sheth 2012-11-19

The Legends in Marketing series captures the essence of the most important contributions made in the field of marketing in the past hundred years. It reproduces the seminal works of the legends in the field, which is supplemented by interviews of these legends as well as by the opinions of other scholars about their work. The series comprises various sets, each focused on the multiple ways in which a legend has contributed to the field. This sixth set in the series, consisting of 10 volumes, is a tribute to V. Kumar. Known worldwide for his pioneering research on Customer Loyalty and Customer Lifetime Value, Dr. Kumar also has the distinction of being amongst the few people who have been awarded more than one Lifetime Achievement awards for contributions to their field of expertise; in addition to the Paul D. Converse Award for his contributions to advancing the theory and practice of marketing. This set includes: Volume 1: Retailing: Market and Firm level Editor: Praveen Kopalle Volume 2: Retailing: Store and Customer Level Editor: Michael Levy Volume 3: International Marketing Editor: Daniel C. Bello Volume 4: Forecasting in Marketing Editor: Kay Peters Volume 5: Marketing Research: Applications Editor: Robert P. Leone Volume 6: Marketing Research: New Methodology Editor: J. Andrew Petersen Volume 7: Marketing Strategy: Firm Editor: Raji Srinivasan Volume 8: Marketing Strategy: Customer Editor: Raj Venkatesan Volume 9: Business-to-Business Editor: Raj Grewal Volume 10: Customer Relationship Management Editor: Denish Shah

*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.

*Managing Customers for Profit* - V. Kumar 2008

Leading marketing expert V. Kumar shows how to use Customer Lifetime Value (CLV) to target customers with higher profit potential...manage and reward existing customers based on their profitability...and invest in high-profit customers to prevent attrition and ensure future profitability. Kumar introduces customer-centric approaches to allocating marketing resources for maximum effectiveness...pitching the right products to the right customers at the right time...determining when a customer is likely to leave, and whether to intervene...managing multichannel shopping...even calculating a customer's referral value.

*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.

Customer Relationship Management - Rajendra Kumar Sugandhi 2003  
Customer Relationship Management (Crm) Has Become A Vital Tool In Retaining Customers And Consolidating An Organisation S Market Share. This Book Presents A Clear And Succinct Exposition Of The Concepts And Strategies Involved In Crm. The Exposition Is Suitably Illustrated With A Variety Of Case Studies From Both Consumer And Core Sectors. The Book Focuses On The Key Components Of Crm - Consumer Behaviour -Customer Satisfaction And Loyalty -Responsive Response -Service And Complaints Management And Discusses Them In Considerable Detail. Measurement Techniques And Various Methods Of Analysing Customer Responses Are Also Suitably Discussed. The Training And Re-Orientation Of Human Resources For Effective Crm Are Highlighted. With Its Incisive Exposition And Vivid Cases, This Book Would Be Extremely Useful For Business And Marketing Management Executives And Students.

**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.

*Marketing Research* - David A. Aaker 2016-01-01

Marketers now have the opportunity to invest in more data research and take advantage of social networking. The new 12th edition of "Marketing Research" shows marketers how to utilize these techniques to compliment traditional methods. The book focuses on international market research and incorporates new case studies to present the latest information in the field. Marketers will also be able to access the books Web site for a list of readings, links to other key sites, sample datasets for analysis, and practice questions after each chapter.

**Statistical Methods in Customer Relationship Management** - V. Kumar 2012-07-26

Statistical Methods in Customer Relationship Management focuses on the quantitative and modeling aspects of customer management strategies that lead to future firm profitability, with emphasis on developing an understanding of Customer Relationship Management (CRM) models as the guiding concept for profitable customer management. To understand and explore the functioning of CRM models, this book traces the management strategies throughout a customer's tenure with a firm. Furthermore, the book explores in detail CRM models for customer acquisition, customer retention, customer acquisition and retention, customer churn, and customer win back. Statistical Methods in Customer Relationship Management: Provides an overview of a CRM system, introducing key concepts and metrics needed to understand and implement these models. Focuses on five CRM models: customer acquisition, customer retention, customer churn, and customer win back with supporting case studies. Explores each model in detail, from

investigating the need for CRM models to looking at the future of the models. Presents models and concepts that span across the introductory, advanced, and specialist levels. Academics and practitioners involved in the area of CRM as well as instructors of applied statistics and quantitative marketing courses will benefit from this book.

**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.

**Customer Relationship Management** - Roger J. Baran 2016-12-08

This book balances the behavioral and database aspects of customer relationship management, providing students with a comprehensive introduction to an often overlooked, but important aspect of marketing strategy. Baran and Galka deliver a book that helps students understand how an enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace. This edition has several new features: Updates that take into account the latest research and changes in organizational dynamics, business-to-business relationships, social media, database management, and technology advances that impact CRM. New material on big data and the use of mobile technology. An overhaul of the social networking chapter, reflecting the true state of this dynamic aspect of customer relationship management today. A broader discussion of the relationship between CRM and the marketing function, as well as its implications for the organization as a whole. Cutting edge examples and images to keep readers engaged and interested. A complete typology of marketing strategies to be used in the CRM strategy cycle: acquisition, retention, and win-back of customers. With chapter summaries, key terms, questions, exercises, and cases, this book will truly appeal to upper-level students of customer relationship management. Online resources, including PowerPoint slides, an instructor's manual, and test bank, provide instructors with everything they need for a comprehensive course in customer relationship management.

Handbook of Research on Customer Equity in Marketing - V. Kumar 2015-01-30

Customer equity has emerged as the most important metric to manage firm performance. This Handbook covers a broad range of strategic and tactical issues related to defining, measuring, managing, and implementing the customer equity metric for maximizing

**Customer Engagement Marketing** - Robert W. Palmatier 2017-08-29

This book provides a synthesis of research perspectives on customer engagement through a collection of chapters from thought leaders. It identifies cutting-edge metrics for capturing and measuring customer engagement and highlights best practices in implementing customer engagement marketing strategies. Responding to the rapidly changing business landscape where consumers are more connected, accessible, and informed than ever before, many firms are investing in customer engagement marketing. The book will appeal to academics, practitioners, consultants, and managers looking to improve customer engagement.

Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship - Khosrow-Pour, D.B.A., Mehdi 2018-11-09

As businesses aim to compete internationally, they must be apprised of new methods and technologies to improve their digital marketing strategy in order to remain ahead of their competition. Trends in entrepreneurship that drive consumer engagement and business initiatives, such as social media marketing, yields customer retention and positive feedback. Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship provides information on emerging trends in business innovation, entrepreneurship, and marketing strategies. While highlighting challenges such as successful social media interactions and consumer engagement, this book explores valuable information within various business environments and industries such as e-commerce, small and medium enterprises, hospitality and tourism management, and customer relationship management. This book is an ideal source for students, marketers, social media marketers, business managers, public relations professionals, promotional coordinators, economists, hospitality industry professionals, entrepreneurs, and researchers looking for relevant information on new methods in digital marketing and entrepreneurship.

*Customer Lifetime Value* - V. Kumar 2008

Customer Lifetime Value - The Path to Profitability provides methods to measure CLV, strategies for developing customer-centric strategies, explains the implementation of CLV strategies in a B2B and B2C setting, and examines the challenges faced by an organization in implementing a

CLV-based framework.

**Profitable Customer Engagement** - V. Kumar 2019-01-17

The concept of customer engagement has evolved as a powerful tool for building a profitable approach to customer management. Profitable Customer Engagement is an authoritative book that communicates the fundamentals of profitable customer engagement by proposing a customer engagement value (CEV) framework. It is a first-of-its-kind book that outlines the methods of engaging customers profitably in business-to-consumer as well as business-to-business settings. The book offers firms with definitions of the metrics within the CEV framework, and the ways to measure and maximize these metrics that can help in engaging customers profitably. The interrelationships between these metrics, i.e., how each metric impacts the other, are also explained in detail with real-life examples.

**The Definitive Guide to Customer Relationship Management (Collection)** - V. Kumar 2012-09-05

A brand new collection of powerful insights into building outstanding customer relationships... 4 pioneering books, now in a convenient e-format, at a great price! 4 remarkable eBooks help you develop rock-solid, high-value long-term customer relationships: levels of loyalty you thought were impossible. Today, rock-solid long-term customer relationships are the holy grail of every business -- and they seem just as elusive. But such relationships are possible: great businesses are proving it every day, and reaping the rewards. In this extraordinary 4 eBook set, you'll learn how they do it -- and how you can, too, no matter what you sell or who your customers are. First, in *Managing Customers for Profit: Strategies to Increase Profits and Build Loyalty*, internationally respected marketing expert V. Kumar presents a complete framework for linking your investments to business value - and maximizing the lifetime value of every customer. Learn how to use Customer Lifetime Value (CLV) to target customers with higher profit potential...manage and reward existing customers based on their profitability...and invest in high-profit customers to prevent attrition and ensure future profitability. Kumar introduces customer-centric approaches to allocating marketing resources...pitching the right products to the right customers at the right time...determining when a customer is likely to leave, and whether to intervene...managing multichannel shopping... even calculating referral value. Next, in *Smart Retail: Practical Winning Ideas and Strategies from the Most Successful Retailers in the World*, Richard Hammond presents remarkable new case studies, ideas, strategies, and tactics from great retailers worldwide. Discover new ways to use data to drive profit and growth... do more with less... leverage technology to develop highly productive and innovative remote teams... create your ultimate retail experience! In *Inside the Mind of the Shopper: The Science of Retailing*, the legendary Herb Sorensen reveals what customers really do when they shop, ripping away myths and mistakes that lead retailers to miss huge opportunities. Sorensen identifies simple interventions that can have dramatic sales effects, shows why many common strategies don't work, and offers specific solutions for serving quick-trip shoppers, optimizing in-store migration patterns, improving manufacturer-retailer collaboration, even retailing to multicultural communities. Finally, in *The Truth About What Customers Want*, Michael R. Solomon demystifies today's consumers, revealing what they want, think, and feel. Then, based on his deep truths about consumer behavior, he presents 50 bite-size, easy-to-use techniques for finding and keeping highly profitable customers! From world-renowned experts in customer behavior and retail performance V. Kumar, Richard Hammond, Herb Sorensen, and Michael R. Solomon

Customer Relationship Management - V. Kumar 2012

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.

# Customer Relationship Management V

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