

# What Is A Customer Relationship Management

[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.

[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 - 50MINUTES.COM, 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.

*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

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* - Gerhard Raab 2016-05-13  
Customer Relationship Management is the first book to explore the benefits to the firm of a globally integrated approach to the management philosophy of Customer Relationship Management (CRM). The best hope for achieving a sustainable competitive advantage in a global marketplace is by means of better understanding which customers are in the best position to experience long-term, profitable relationships for the globally oriented firm. This book offers both an academic and a practical viewpoint of the importance of CRM in a global framework. It integrates the topics of knowledge management, total quality management, and relationship marketing with the goal of explaining the benefits of CRM for internationally active firms. The authors have included six case studies which allow the reader to undertake the role of CRM consultant in a 'learning by doing' approach. The book should be required reading for all business executives who desire a customer-oriented approach to success, and for all students of business who desire to gain insight into a relationship management approach which will become ever-more important in the years ahead.

*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.

**Speaking Frankly about Customer Relationship Management** - J. C. Quintana 2015-04-15

Is Customer Relationship Management (CRM) an obsolete concept? As technology and cultural changes continue to influence our customer strategies, the terms and methods we use to define them are also changing. Is CRM still relevant as we address the need for customer engagement innovation and the customer experience? What role does customer relationship management play? How does it support the initiatives that drive customers to buy, return, and recommend your products and services to others? And how do you ensure that everyone in your company is working together towards the goal of building customer relationships through meaningful interactions that make the customer feel rewarded for doing business with you? *Speaking Frankly About Customer Relationship Management (Why Customer Relationship Management Is Still Alive and Vital To Your Company's Customer Strategy)* is a timely collaboration resource for customer relationship strategy success. It proposes that Customer Relationship Management achievement comes from honest and transparent conversations about CRM strategy and technology. Filled with practical and actionable guidance, the book reminds us of the important collaboration principals that drive customer relationship-building, engagement and experience. Sharing from over 20 years of experience designing and implementing customer strategies and technology solutions, innovation strategist JC Quintana compels us to speak frankly about our business relationships and the interactions that lead to trust and heartfelt service.

**Customer Relationship Management: A Step** - H. Peeru Mohamed 2003-01-01

This book succinctly explains the cardinal principles of effective

customer relationship management (CRM) [acquiring, retaining and expanding customer base. The concepts, process, techniques, significance and architectural aspects of CRM are dealt in comprehensive manner. The book would serve as a useful source of reference for designing, developing and implementing CRM in any organization.

**Artificial Intelligence for Customer Relationship Management** - Boris Galitsky 2020-12-07

This research monograph brings AI to the field of Customer Relationship Management (CRM) to make a customer experience with a product or service smart and enjoyable. AI is here to help customers to get a refund for a canceled flight, unfreeze a banking account or get a health test result. Today, CRM has evolved from storing and analyzing customers' data to predicting and understanding their behavior by putting a CRM system in a customers' shoes. Hence advanced reasoning with learning from small data, about customers' attitudes, introspection, reading between the lines of customer communication and explainability need to come into play. *Artificial Intelligence for Customer Relationship Management* leverages a number of Natural Language Processing (NLP), Machine Learning (ML), simulation and reasoning techniques to enable CRM with intelligence. An effective and robust CRM needs to be able to chat with customers, providing desired information, completing their transactions and resolving their problems. It introduces a systematic means of ascertaining a customers' frame of mind, their intents and attitudes to determine when to provide a thorough answer, a recommendation, an explanation, a proper argument, timely advice and promotion or compensation. The author employs a spectrum of ML methods, from deterministic to statistical to deep, to predict customer behavior and anticipate possible complaints, assuring customer retention efficiently. Providing a forum for the exchange of ideas in AI, this book provides a concise yet comprehensive coverage of methodologies, tools, issues, applications, and future trends for professionals, managers, and researchers in the CRM field together with AI and IT professionals.

**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** - Graham Roberts-Phelps 2001

Every customer is an individual with a choice. The role of Customer Relationship Management (CRM) is to ensure that each first-time buyer becomes an ongoing client, and every client a self-perpetuating advocate of your business. This book explains the elements of CRM and how to establish an integrated customer relationship-oriented approach in your organisation. How, in a word, to become a business where every customer's need is not just provided for but anticipated.

**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* - 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.

**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** - V. Kumar 2012-04-30

Customer relationship management (CRM) as a strategy and as a technology has gone through an amazing evolutionary journey. The initial technological approach was followed by many disappointing

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

*Customer Relationship Management* - 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 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 - 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.

**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.

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