Customer Relationship Management Concepts And Technologies

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.

Customer Relationship Management, Fourth Edition, is a much-anticipated update of a bestselling textbook, including substantial revisions to bring its coverage up to date with the very latest in CRM practice. The book introduces the concept of CRM, explains its benefits, how and why it can be used, the technologies that are deployed, and how to implement it, providing you with a guide to every aspect of CRM in your business or your studies. Both theoretically sound and managerially relevant, the book draws on academic and independent research from a wide range of disciplines including IS, HR, project management, finance, strategy and more. Buttle and Maklan, clearly and without jargon, explain how CRM can be used throughout the customer life cycle stages of customer acquisition, retention and development. The book is illustrated liberally with screenshots from CRM software applications and case illustrations of CRM in practice. New to this Edition: Updated instructor support materials online Full colour interior Brand new international case illustrations from many industry settings Substantial revisions throughout, including new content on: Social media and social CRM Big data and unstructured data Recent advances in analytical CRM including next best action solutions Marketing, sales and service automation Customer self-service technologies Making the business case and realising the benefits of investment in CRM Ideal as a core textbook by students on CRM or related courses such as relationship marketing, database marketing or key account management, the book is also essential to industry professionals, managers involved in CRM programs and those pursuing professional qualifications or accreditation in marketing, sales or service management.

Customer Relationship Management (CRM) in a very broad way can be defined as the efforts made towards creating, developing, and maintaining a healthy and long-lasting relationship with the customers using technology. This book is an introductory guide to CRM that touches upon various topics such as understanding 21st-century customers and managing them, building value for them, CRM software, and future trends in CRM. This book is prepared for beginners to help them understand the basics of Customer Relationship Management. It will be quite a useful learning material for all those readers who want to make a career in management and professionals who interact with customers as the face of their companies. We assume the reader has a basic knowledge of business administration, marketing concepts, basic database concepts, and software. Analytical thinking, strategic thinking, and good communication skills are a plus. Customer Relationship Management (CRM) in a very broad way can be defined as the efforts made towards creating, developing, and maintaining a healthy and long-lasting relationship with the customers using technology. This book is an introductory guide to CRM that touches upon various topics such as understanding 21st-century customers and managing them, building value for them, CRM software, and future trends in CRM.

Customer relationship management (CRM) is one of the hot topics in marketing and information systems today. Customer relationship management is a business strategy that provides the enterprise with a complete, dependable, and integrated view of its customer base. A CRM system brings together lots of pieces of information about customers, sales, market trends, marketing effectiveness and responsiveness. CRM helps companies improve the profitability of their interactions with customers while at the same time making those interactions appear friendlier through individualization. CRM's purpose is to enhance customer satisfaction and retention by alignment of customer business processes with technology integration. As the Internet and digital technology change the ways business is conducted, the academic disciplines of information technology and marketing are merging. As a result, experiments with new and modified courses are being taught at many innovative universities at the forefront of this change.

Customer Relationship Management: A Data based Approach offers the promise of maximized profits for today's highly competitive businesses. This innovative book provides readers with the tools and techniques to effectively use CRM. It emphasizes the utilization of database marketing in order to build strong and profitable customer relationships. Kumar first describes how to implement database marketing and then looks at recent advances in CRM applications. Critical marketing issues like optimum resource allocation, purchase sequence, and the link between acquisition, retentions, and profitability are also examined on the basis of empirical findings. CRM, Database Marketing, and Customer Value CRM Industry Landscape CRM Implementing the CRM Strategy Introduction to Customer-Based Marketing Metrics Customer Value Metrics Concepts and Practices Using Databases Designing Loyalty Programs Effectiveness of Loyalty Programs Data Mining Campaign Management Applications of Database Marketing in B-to-C and B-to-B Scenarios Application of the Customer Value Framework to Marketing Decisions Impact of CRM on Marketing Channels Research paper from the year 2007 in the subject Information Management, grade: 2,0, University of Applied Sciences Kempten (MBA International Business Management & Consulting), course: Information Technology applied in Marketing & Sales, 6 entries in the bibliography, language: English, abstract: The term paper eCRM: Using the internet for customer relationship management at the TQU Academy describes the usage of eCRM-systems in a practical example. It gives an overview of the theoretical concepts and models used, describes the application of the models to the TQU Academy situation and closes with consequences of the application and recommendations. 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 (Crmm) 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 Crmm. The Exposition Is Suitably Illustrated With A Variety Of Case Studies From Both Consumer And Core Sectors. The Book Focuses On
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.

Seminar paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, Dongbei University of Finance and Economics (Dalian/China), course: Sales Management, 2 + 8 online entries in the bibliography, language: English, abstract: According to the changing of the general conditions the German banks are forced to break new ground in order to assert their position: The market became much more lucent for customer because of new media. The consequences are an increasing pressure of competition and demanding cus-tomer. Therefore a binding and long-term customer relationship seems to be neces-sary for many banks to react to the changed conditions and to guarantee the continu-ity. A majority of German credit institutions tried to implement concepts of Customer Relationship Management (CRM). In some cases the afford - to turn the customer re-lationship into the road to success - were unsatisfying and unsuccessful. In this paper I want to show, how CRM works, how CRM can be implemented in banks and what problems can result from the implementation. In the first chapter I describe the current situation of German banks. After a brief overview about CRM in general we analyze the previous attempts of CRM implementa-tion. Two examples - Dresdner Bank and Deutsche Leasing, a member of the "Sparkassen - Finanzgruppe" - follow. At the end I identify the problems of the im-plementation of CRM at the banks.

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. * Integrative structure organized around the author's 'CRM Value Chain' model. * Theoretically sound and managerially relevant - a useful text from both student and practitioner’s perspectives. * Standardized chapter contents and features for ease of navigation.

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 customer's tenure with a firm. Furthermore, the book explores detail CRM models for customer acquisition, customer retention, customer acquisition and retention, customer churn, and customer win back. Statistical Methods in Customer Relationship Management offers 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 interested in the area of CRM as well as instructors of applied statistics and quantitative marketing courses will benefit from this book.

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.

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 catalysts 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. Bridging the chasm between theory and practice, this unique book puts the evolving discipline of CRM/Relationship Marketing in a holistic perspective. The book lucidly covers in detail topics like the concept and context of CRM, types of customers, customer value, and technology of CRM, managing customer relationships, consumer research, CRM strategy, CRM measurement and HR in CRM. The text is interspersed with a profusion of cases and examples from various businesses. Service verticals covered include banking, retail, telecom,
In today’s competitive marketplace, customer relationship management is critical to a company’s profitability and long-term success. To become more customer focused, skilled managers, IT professionals and marketing executives must understand how to build profitable relationships with each customer and to make managerial decisions every day designed to increase the value of a company by making managerial decisions that will grow the value of the customer base. The goal is to build long-term relationships with customers and generate increased customer loyalty and higher margins. In Managing Customer Relationships, Don Peppers and Martha Rogers, credited with founding the customer-relationship revolution in 1993 when they invented the term “one-to-one marketing,” provide the definitive overview of what it takes to keep customers coming back for years to come.

Presenting a comprehensive framework for customer relationship management, Managing Customer Relationships provides CEOs, CFOs, CIOs, CMOs, privacy officers, human resources managers, marketing executives, sales teams, distribution managers, professors, and students with a logical overview of the background, the methodology, and the particulars of managing customer relationships for competitive advantage. Here, renowned customer relationship management pioneers Peppers and Rogers incorporate many of the principles of individualized customer relationships that they are best known for, including a complete overview of the background and history of the subject, relationship theory, IDIC (Identify-Differentiate-Interact-Customize) methodology, metrics, data management, customer management, company organization, channel issues, and the store of the future. One of the first books designed to develop an understanding of the pedagogy of managing customer relationships, with an emphasis on customer strategies and building customer value, Managing Customer Relationships features: Pioneering theories and principles of individualized customer relationships An overview of relationship theory Contributions from such revolutionary leaders as Philip Kotler, Esther Dyson, Geoffrey Moore, and Seth Godin Guidelines for identifying customers and differentiating them by value and need Tips for using the tools of interactivity and customization to build learning relationships. Coverage of the importance of privacy and customer feedback Advice for measuring the success of customer-based initiatives The future and evolution of retailing An appendix that examines the qualities needed in a firm’s customer relationship leaders, and that provides fundamental tools for embarking on a career in managing customer relationships or helping a company use customer value as the basis for executive decisions The techniques in Managing Customer Relationships can help any company sharpen its competitive advantage.

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 Patricía Seybold Includes a glossary of key concepts and a comprehensive resources guide

In contemporary era, it has become crucial for organizations to implement customer relationship management in its true sense to establish as well as maintain cordial relation with customers. As a result, this initiative will facilitate in turning customers more loyal towards respective organizations. The aim of this book is to critically analyze the multifaceted dimensions of customer relationship management with regards to pertinent emerging concepts and efficacy. This thoughtfully written book may be one of the most valuable resources regarding customer relationship management you discover this year. A riveting read, highly cohesive, and observing.

Waarom hebben sommige kleine ervaringen zoveel impact dat ze ons veranderen – en hoe kun je zulke bijzondere momenten creëren in je leven en werk. De meest memorabele positieve momenten in ons leven worden gededomineerd door vier elementen: verheffing, inzicht, trots en verbondenheid. Als we deze elementen omarmen zullen er meer momenten ontstaan die er welkrijk toe doen. Wat gebeurt er als een leraar een les kan voorbereiden die zijn leerlingen over twintig jaar nog onthouden? Wat gebeurt er als een manager een ervaring kan creëren die zijn klanten in verrukking brengt? Wat gebeurt er als je beter weet welke herinneringen er welkrijk toe doen voor je kinderen? Dit boek gaat op zoek naar de fascinerende geheimen van ervaringen. Waarom onthouden we de beste of slechtste momenten van een ervaring, evenals het laatste moment, en vergeten we de rest? Waarom voelen we ons het comfortabelst als dingen zeker zijn, maar voelen we het meest als we leven als ze dat niet zijn. En waarom vinden onze dierbaarste herinneringen zich in een korte periode in onze jeugd? We ontdekken hoe korte ervaringen levens kunnen veranderen. Zoals het experiment waar twee vreemden elkaar in een kamer ontmoeten en 45 minuten later als beste vrienden vertrekken (Wat gebeurt er in die tijd?). Of het verhaal van de jongste, vrouwelijke miljardair die zegt haar levens kunnen veranderen. Zoals het experiment waar twee vreemden elkaar in een kamer ontmoeten en 45 minuten later als beste vrienden vertrekken (Wat gebeurt er in die tijd?). Of het verhaal van de jongste, vrouwelijke miljardair die zegt haar
all the essential aspects of relationship marketing in an easy-to-understand manner. It has been thoroughly revised and enlarged in the Second Edition and incorporates topics based on emerging concepts of marketing and technology, including relationship parameter in brand identity, service recovery paradox, adversity quotient of relationship managers, impact of social networking on customer relations, as well as applications of cloud and mobile computing in the practice of relationship marketing. Inclusion of new and contemporary case studies from industries—Toyota logo, Removing pain points: How Coco-Colas low-cost solar cooler is helping Coke spread its wing in villages, and Mobile computing in general insurance business, provides a practical orientation to the text and help students to understand concepts of relationship marketing in the context of real-world situation. Apart from these, case assignments have been developed on various dimensions of relationship marketing. Intended as a textbook for the postgraduate students of management, the book is equally useful for relationship managers, executives, and sales and marketing professionals.

Customer Relationship Management Concepts and Technologies

In today's competitive marketplace, customer relationship management is critical to a company's profitability and long-term success. To become more customer-focused, skilled managers, IT professionals, and marketing executives must understand how to build profitable relationships with each customer and make managerial decisions every day designed to increase the value of a company by making marketing and sales initiatives work synergistically. The prime factor that will prove to be a sustainable differentiator is customer loyalty. Marketers must connect with their customers in the right way, catering to their service needs so as to leverage the relationship with a long-term perspective. In the fierce marketplaces, the prime factor that will prove to be a sustainable differentiator is customer loyalty. Marketers must connect with the customers in the right way, engaging and energizing them in the process to capture the customers and win over the competition. This book will give an insight into the customer-relationship revolution in 1993 when they invented the term "one-to-one marketing," provide the definitive overview of what it takes to keep customers coming back for years to come. Presenting a comprehensive framework for customer relationship management, Managing Customer Relationships provides CEOs, CFOs, CIOs, CMOS, privacy officers, human resources managers, marketing executives, sales teams, distribution managers, professors, and students with a logical overview of the background, methodology, and the particulars of managing customer relationships for competitive advantage. Here, renowned customer relationship management pioneers Peppers and Rogers incorporate many of the principles of individualized customer relationships that are best known for, including a complete overview of the background and history of the subject, relationship theory, IDIC (Identify-Differentiate-Interact-Customize) methodology, metrics, data management, customer management, company organization, channel issues, and the store of the future. One of the first books designed to develop an understanding of the pedagogy of managing customer relationships, with an emphasis on customer strategies and building customer value, ManagingCustomer Relationships features: Pioneering theories and principles of individualized customer relationships An overview of relationship theory Contributions from such revolutionary leaders as Philip Kotler, Esther Dyson, Geoffrey Moore, and Seth Godin Guidelines for identifying customers and differentiating them by value and need Tips for using the tools of interactivity and customization to build learning relationships Coverage of the importance of privacy and customer feedback Advice for implementing the success of customer-based initiatives The future and evolution of retailing An appendix that examines the qualities needed in a firm's customer relationship leaders, and that provides fundamental tools for embarking on a career in managing customer relationships or helping a company use customer value as the basis for executive decisions. The techniques in Managing Customer Relationships can help any company sharpen its competitive advantage. Driven by rapidly changing business environments and increasingly demanding consumers, many organizations are searching for new ways to achieve and retain a competitive advantage via customer intimacy and CRM. This book presents a new strategic framework that is discussed above and successfully with various global companies. New management concepts such as Collaborative Forecasting and Replenishment, CRM, Category Management, and Mass Customization are integrated into one holistic approach. Experts from companies like McKinsey and Procter&Gamble, as well as authors from renowned academic institutions, offer valuable insights on how to redesign organizations for the future.

A hands-on guidebook from Accenture for building a globally responsive, customer-driven enterprise As the dust settles from the most recent wave of CRM projects, companies are increasingly finding that their efforts haven't delivered anticipated benefits. In The Ultimate CRM Handbook, influential thought leaders from Accenture discuss why CRM has failed to live up to expectations and what companies can do to improve the bottom-line return on CRM investments. More than 30 chapters and in-depth case studies on many leading companies give managers and senior executives the high-level perspective needed to build lasting, profitable bonds with their customers. They also provide techniques companies can use to: Establish more effective interactions with their customers Build lasting brand loyalty Dramatically improve the efficiency of their sales, marketing, and customer service operations

An ETHS graduate of 1962 provides a blueprint for customer relationship management in business and technical organizations. Customer Relationship Management Third Edition is a much-anticipated update of a bestselling textbook, including substantial revisions to bring its coverage up to date with the very latest in CRM practice. The book introduces the concept of CRM, explains its benefits, how and why it can be used, the technologies that are deployed, and how to implement it, providing you with a guide to every aspect of CRM in your business or your studies. Both theoretically sound and managerially relevant, the book draws on academic and independent research from a wide range of disciplines including IS, HR, project management, finance, strategy, and more. Buttle and Maklan, clearly and without jargon, explain how CRM can be used throughout the customer life cycle stages of customer acquisition, retention and development. The book is illustrated liberally with screenshots from CRM software applications and case illustrations of CRM in practice. NEW TO THIS EDITION: Updated instructor support materials online Full colour interior Brand new international case illustrations from many industry settings Substantial revisions throughout, including new content on: Social media and social CRM Big data and unstructured data Recent advances in analytical CRM including next best action solutions Marketing, sales and service automation Customer self-service technologies Making the business case and realising the benefits of investment in CRM Ideal as a core textbook by students on CRM or related courses such as relationship marketing, database marketing or key account management, the book is also essential to industry professionals, managers involved in CRM programs and those pursuing professional qualifications or accreditation in marketing, sales or service management. Praise for MANAGING THE NEW CUSTOMER RELATIONSHIP “Gordon delivers an impressive synthesis of the newest methods for engaging customers in relationships that last. No organization today can succeed without the mastery of customer relationship management strategy fundamentals. But to win in the decades ahead, you must also understand and capitalize on therapeutically evolving social computing, mobility and customer analyticstechnologies described in this book. Checklists, self-assessmentsand graphical frameworks deliver pragmatic value for the practicing manager.” — William Band, Vice-President, Principal Analyst,Forrester Research Inc., Cambridge, MA In this era of customer sovereignty, the key to success is for 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.
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

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 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 is a branch of business management that focuses on organization's relationship and interaction with their customers and client base. It has developed as a management strategy in recent era. This book discusses the fundamental as well as modern approaches to different models of customer relationship management systems. The topics included in the book are the various types of customer relationship management systems, integrating marketing, sales and customer service aspects, etc. From theories to research to practical applications, case studies related to all contemporary topics of relevance to this field have been included in this book. It is a vital tool for all researching and studying this field."

This book explores the foundations of relationship orientation by drawing upon economic as well behavioural concepts. A critique of extant literature and experiences of CRM implementation will help readers appreciate the application of CRM in several indu

Gids voor bestuurders en managers voor strategie, beleid, instrumenten en operationele toepassingen van CRM. This self-study Exam preparation guide and its accompanying online course for the Customer Relationship Management Certification Exam contains everything you need to test yourself and pass the Exam. All Exam topics are covered and insider secrets, complete explanations of all Customer Relationship Management subjects, test tricks and tips, numerous highly realistic sample questions, and exercises designed to strengthen understanding of Customer Relationship Management concepts and prepare you for Exam success on the first attempt are provided. Included with your purchase: 1. This book 2. eLearning Course Access 3. PDF Course book 4. Exam 5. Upon successful completion of the course and exam, you will receive a personalized certificate Put your knowledge and experience to the test. Achieve Customer Relationship Management Certification and accelerate your career with the included Exam. Can you imagine valuing a book and its course so much that you send the author a "Thank You" email? Tens of thousands of people understand why this is a worldwide best-seller. Is it the authors years of experience? The endless hours of ongoing research? The interviews with those who failed the Exam, to identify gaps in their knowledge? Or is it the razor-sharp focus on making sure you don't waste a single minute of your time studying any more than you absolutely have to? Actually, it's all of the above. This book and its accompanying online course includes new exercises and sample questions never before in print. Offering numerous sample questions, critical time-saving tips plus information available nowhere else, this book will help you pass the Customer Relationship Management Exam on your FIRST try. How To Get Up to speed with the theory? Buy this. Read it. Do the eLearning Program. And Pass the Customer Relationship Management Exam.

studieboek op hbo/wo-niveau. This book covers the basic introduction about the CRM and the how it relates to relationship Marketing. It provides readers with strategies for engaging with customers and expert guidance on how your organization can adopt the newest CRM trends and innovations. This book introduces its audience to marketing concepts such as optimum resource allocation and explains the relationship between database CRM and maximizing overall profitability. It gives a comprehensive look at how the different elements in a good CRM program can be used to forecast profitability among new clients. It is also cover the new concept of eCRM also.