

customer relationship management

getting it right!

judith w. kincaid



A stepbystep blueprint to succeeding with CRM in any organization

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Customer Relationship Management Getting It Right

Ammari, Nedra Bahri



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

Customer Relationship Management, 2003 *Customer Relationship Management* Chaturvedi, 2006-03-30 About the Book Customer Relationship Management 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 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 Contents Part I Customer Relationship Management Customer is King Customer Managed Relationships Mini Marketing Types of CRM Building Blocks of CRM CRM Strategy Customer Relationship Management by Indian Firms Customer Retention Strategies HRM in CRM Implementing a Technology based CRM Solution Future Trends in CRM Part II Call Centre Management The Call Centre Call Centre Functionality Team Building Customer Relatio

Customer Relationship Management Simon Knox, Adrian Payne, Lynette Ryals, Stan Maklan, Joe Peppard, 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

Profit Maximization Through Customer Relationship Marketing Lerzan Aksoy, Timothy Keiningham, David Bejou, 2014-06-03 Discover approaches to make customer relationship marketing more effective Profit Maximization Through Customer Relationship Marketing Measurement Prediction and Implementation takes the various elements of customer centric marketing and brings them together using the latest research and case studies from various industries Respected top researchers review and discuss research and concepts to provide practitioners educators and students with a deeper understanding of the wide range of issues relevant to customer centric marketing This informative resource focuses on effective strategies and approaches to explain how companies can ensure that their marketing dollar achieves the highest return on investment ROI Customer centric approaches such as customer relationship marketing CRM aim to increase customer retention acquisition satisfaction loyalty differentiate customer value develop customers via up sell and cross sell opportunities and decrease costs Profit Maximization Through Customer Relationship Marketing Measurement Prediction and Implementation comprehensively explains how to make best use of customer information to better manage customer value and firm profitability This valuable text also explains the importance of as well as how to establish a reliable customer segmentation strategy The book is extensively referenced and includes helpful figures tables and photographs to clearly illustrate concepts Topics discussed in Profit Maximization Through Customer Relationship Marketing Measurement Prediction and Implementation include the goals of customer centric approaches various customer segmentation approaches cross selling as a strategy for customer relationship management strategies to effectively use customer loyalty the value and cultivation of customer satisfaction and customer retention and more Profit Maximization Through Customer Relationship Marketing Measurement Prediction and Implementation is an invaluable resource for practitioners educators and graduate students

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 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 **Social Customer**

Relationship Management (Social-CRM) in the Era of Web 4.0 Ammari, Nedra Bahri,2022-06-24 The advent of Web 2 0 has led to a rebalancing of power between the customer and the company through the consumer s voice about the brand and referral behavior via electronic word of mouth Customer opinions within the virtual brand communities can have a vast impact on a company s sales and image It is crucial for companies to promote and use customer contributions in order to enhance their brand image retain customers and develop their marketing strategy Social Customer Relationship Management Social CRM in the Era of Web 4 0 provides relevant theoretical frameworks and the latest results of empirical research on the strategic role of marketing 2 0 digital customer experience and social customer relationship management on social networks Covering a range of topics such as disruptive marketing artificial intelligence and customer behavior this reference work is ideal for marketers IT practitioners CRM specialists industry professionals researchers scholars practitioners academicians instructors and students **Efficient Decision Support Systems** Chiang Jao,2011-09-06 This

series is directed to diverse managerial professionals who are leading the transformation of individual domains by using

expert information and domain knowledge to drive decision support systems DSSs The series offers a broad range of subjects addressed in specific areas such as health care business management banking agriculture environmental improvement natural resource and spatial management aviation administration and hybrid applications of information technology aimed to interdisciplinary issues This book series is composed of three volumes Volume 1 consists of general concepts and methodology of DSSs Volume 2 consists of applications of DSSs in the biomedical domain Volume 3 consists of hybrid applications of DSSs in multidisciplinary domains The book is shaped decision support strategies in the new infrastructure that assists the readers in full use of the creative technology to manipulate input data and to transform information into useful decisions for decision makers

Customer Relationship Management in the Digital Age G. Shainesh, Jagdish N. Sheth, Varsha Jain, 2025-06-12 Customer Relationship Management in the Digital Age charts the concepts strategies benefits and technologies of CRM in an evolving and increasingly digital business landscape It empowers readers with the skills to use CRM to forge enduring customer connections optimize experiences and drive loyalty across diverse industries and markets Building upon existing literature this guide offers a holistic approach that bridges theory and practice making complex CRM concepts accessible to a wide audience It integrates the latest technological advances market trends and customer centric initiatives providing a comprehensive view of CRM s role in an increasingly customer driven era Pedagogical features include case studies practical strategies and real world examples as well as chapter summaries and discussion questions to guide the reader through the key learning points of each chapter This helpful book enables readers to navigate the complexities of CRM implementation and customer centric approaches and tailor strategies for B2B and B2C markets It is particularly suitable for advanced undergraduate and postgraduate students of CRM Sales Management Relationship Marketing and Customer Experience Management as well as reflective practitioners Online instructor resources include a course manual test bank and PowerPoint slides

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