

PAUL GREENBERG

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CRM

Customer Relationship Management

Social CRM Strategies, Tools, and Techniques for Engaging Your Customers

*at the Speed
of Light*



Fourth Edition

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Crm At The Speed Of Light By Paul Greenberg

Brian Solis



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Greenberg, 2009-11-18 A social revolution in how we communicate has taken place in recent years Smartphones social web tools and the instant availability of information in an aggregated and organized way provide real time intelligence to customers not just the enterprise Social CRM is critical to business success in today's hyper connected environment Customers expectations are so great and their demands so empowered that a Social CRM strategy must be built around collaboration and customers engagement not traditional operational customer management It's the company's response to the customer's control of the conversation that makes Social CRM work Written by CRM guru Paul Greenberg *CRM at the Speed of Light* Fourth Edition reveals best practices for a successful Social CRM implementation Greenberg explains how this new paradigm involves the customer in a synergetic discussion to provide mutually beneficial value in a trusted and transparent business environment Throughout this definitive volume you'll find examples of the new strategies for customer engagement and collaboration being used by cutting edge companies along with expert guidance on how your organization can and should adopt these innovations *CRM at the Speed of Light* Fourth Edition reviews the latest technological developments in the operational side of CRM including vertical applications and explains the fundamentals of the multifaceted CRM framework Find out why Paul Greenberg was named the #1 CRM influencer by InsideCRM in the completely recast edition of this international bestseller In addition to being the author of the bestselling *CRM at the Speed of Light* Paul Greenberg is President of The 56 Group LLC a customer strategy consulting firm focused on cutting edge CRM strategic services a founding partner of the CRM training company BPT Partners LLC a training a consulting venture composed of a number of CRM luminaries that has become the certification authority for the CRM industry co chairman of Rutgers University's CRM Research Center Executive Vice President of the CRM Association and a Board of Advisors member of the Baylor University MBA Program for CRM majors Paul was named one of the most influential CRM leaders in 2008 by CRM Magazine He is known for his work on the use of social media in CRM as tools for customer collaboration with a company Currently Paul lives in Manassas Virginia with his wife and five cats You can reach him at paul.greenberg3@comcast.net follow him on Twitter at www.twitter.com/pgreenbe or join up with him on LinkedIn or Facebook Praise for CRM

at the Speed of Light This book is a testament to Greenberg s profound grasp of the control revolution that is upon us Customers seizing control from business Citizens demanding control and accountability from their governments Political campaigns and charities being rewarded by shifting power to their supporters Quite simply it is the definitive work for anyone committed to putting the social customer at the center of their operation Brian Komar Director of Interactive Marketing and CRM Center for American Progress With great insights great stories and great information Paul Greenberg analyzes the impact of every major industry development on vendor customer relationships Not only is he on top of his game he makes reading this edition as enjoyable as it was to read the previous three This is an absolute must read for anyone serious about understanding how to best serve today s social customer Brent Leary CRM industry analyst and co author of Barack 2 0 Social Media Lessons for Small Business Web 2 0 Hiot and Paul Greenberg couldn t resist telling us what it all means Lucky for us This edition is packed with new insights about how online conversations are changing the nature of customer relations Think the CRM market is crazy now Hitch a ride on Greenberg s shoulders because you ain t seen nothing yet Paul Gillin author of The New Influencers and Secrets of Social Media Marketing As we make the shift to SCRM Paul s insights provide a much needed framework on how to navigate a more connected social and collaborative enterprise R Ray Wang Partner Enterprise Strategy Altimeter Group LLC Paul Greenberg is one of the most astute minds in CRM and social media today His book remains the bible for companies employing CRM The added focus on blending new and social media into Paul s philosophy of CRM will keep this as the first book companies reach for to enhance the customer relationship in the new century Jay Dunn Vice President of Marketing Lane Bryant Paul Greenberg shares his unparalleled expertise on the dramatic evolution from CRM 1 0 to CRM 2 0 with unique insightful examples It is a must read for anyone looking to transform the potential of CRM into long lasting competitive advantage in a rapidly changing business environment Jujhar Singh Senior Vice President SAP CRM Product Management [The Most Powerful Brand on Earth](#) Chris Boudreaux, Susan F. Emerick, 2013 Pioneering businesses have shown that a more social workforce can dramatically improve brand awareness and customer service increase revenue and drive greater value and performance from marketing and sales For this to work employees must engage in real time conversations even if they aren t professional communicators This requires new skills governance and infrastructure as well as new ways of managing risk Social business pioneers Chris Boudreaux and Susan Emerick present frameworks guidelines and new case studies for managing these changes within your business [CRM Goes Digital](#) Sabine Kirchem, Martin Stadelmann, Mario Pufahl, David Laux, 2025-02-12 Customer management has taken on entirely new forms since digitalization This brand new CRM book is dedicated to the latest approaches that dominate sales marketing and service in this era of digitalization Topics include Omni Channel or mobile CRM concepts Big Data and social media tools new customer experience or loyalty approaches and Artificial Intelligence etc In this forward looking practice oriented and conceptually sound customer relationship management book readers will learn about future developments in

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