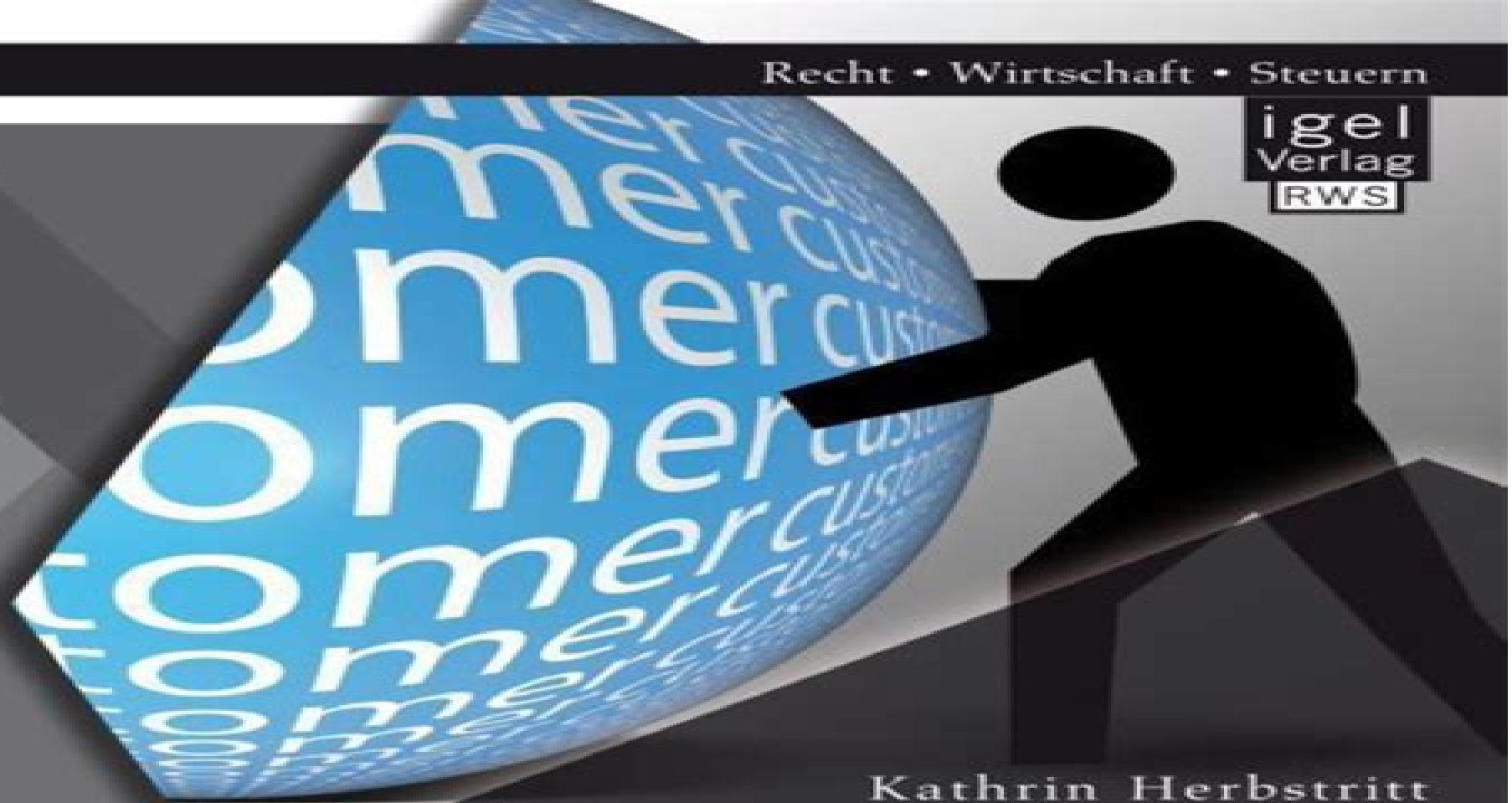


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Customer Experience Management im B2B-Dienstleistungsbereich

Ein Weg zum Erfolg?

Customer Experience Management Entscheidungsorientierten B2b Dienstleistungsbereich

Paul Hague, Nick Hague



Customer Experience Management Entscheidungsorientierten B2b Dienstleistungsbereich:

Customer Experience Management im B2B-Dienstleistungsbereich: Konzeption eines entscheidungsorientierten Managementansatzes Kathrin Herbsttritt, 2015-11-17 Allzu oft herrscht in Unternehmen noch die Meinung dass Preis Qualit t und die Funktion des Produktes bzw die Leistung alles sei worauf es den Kunden ankommt Dabei ist jede Interaktion des Kunden mit einer Marke bzw einem Unternehmen sei es durch einen Mitarbeiter oder ein Produkt mit einem Erlebnis verbunden Die Wichtigkeit von Erlebnissen wird von Unternehmen oftmals untersch tzt Vor diesem Hintergrund wird von Seiten der Wirtschaft und insbesondere durch Beratungen immer st rker gefordert sich mit den Erlebnissen bzw Erfahrungen der Kunden Customer Experiences auseinanderzusetzen Einen geeigneten Ansatz hierf r stellt das Customer Experience Management CEM dar das als Prozess des strategischen Managements aller Kundenerlebnisse mit einer Marke an s mtlichen Kontaktpunkten definiert werden kann Dabei zielt das CEM prim r darauf ab durch emotionale und unerwartete positive Erlebnisse einen Wow Effekt beim Kunden zu generieren Gelingt es dem Unternehmen diesen Effekt vor allem in den f r den Kunden so wichtigen Augenblicken der Wahrheit sogenannte Moments of truth umzusetzen steigt die Chance diesen langfristig an das Unternehmen zu binden und dadurch die Kundenbeziehung zielgerichtet profitabel zu gestalten und auszusch pfen Entsprechend hat das vorliegende Buch die theoretisch konzeptionelle Ausarbeitung und Entwicklung eines Vorgehensmodells f r ein Customer Experience Management im Dienstleistungsbereich zum Ziel Dies beruht zum einen auf dem aktuellen Forschungsstand und integriert isolierte Forschungsaktivit ten auf diesem Gebiet zu einem umfassenden entscheidungsorientierten Managementansatz zum anderen tr gt es branchenspezifischen Aspekten des B2B Bereichs st rker als bisherige Konzeptionen Rechnung Der methodische Ansatz soll B2B Dienstleistungsunternehmen als Leitfaden dienen und ihnen eine praxisorientierte Anleitung f r die Gestaltung und systematische Steuerung nachhaltiger Kundenerlebnisse bieten

Customer Experience Management Kathrin Herbsttritt, 2015-06-10 Servicew ste Deutschland Going the extra mile f r den Kunden ist f r die meisten Unternehmen in Deutschland ein unverst ndliches Konzept Allzu oft herrscht in den Unternehmen noch die Meinung dass Preis Qualit t und die Funktion des Produktes bzw die Leistung alles sei worauf es den Kunden ankommt Dabei ist jede Interaktion des Kunden mit einer Marke bzw einem Unternehmen sei es durch einen Mitarbeiter oder ein Produkt mit einem Erlebnis verbunden Die Wichtigkeit von Erlebnissen wird dabei von Unternehmen oftmals untersch tzt So zeigt eine Studie des US amerikanischen Unternehmens RightNow Technologies Inc dass 80 Prozent der Kunden nach einem negativen Erlebnis nicht noch einmal bei dem betreffenden Unternehmen kaufen und zu einem Mitbewerber wechseln Vor dem geschilderten Hintergrund wird vonseiten der Wirtschaft und insbesondere durch Beratungen immer st rker gefordert sich mit den Erlebnissen bzw Erfahrungen der Kunden Customer Experiences auseinanderzusetzen Dabei wird ein ganzheitlicher Blick gefordert d h es sollen die Customer Experiences in s mtlichen Phasen des Lebenszyklus mit Pre Sales Sales und After Sales Phase sowie s

mtlichen Kundenkontaktkan len betrachtet werden Unternehmen stehen somit vor der gro en Herausforderung Customer Experiences in einem komplexen Umfeld zu managen um m glichst positive Erlebnisse beim Kunden zu erzeugen Einen geeigneten Ansatz stellt das Customer Experience Management CEM dar das als Prozess des strategischen Managements aller Kundenerlebnisse mit einer Marke an s mtlichen Kontaktpunkten definiert werden kann Die vorliegende Arbeit hat die theoretisch konzeptionelle Ausarbeitung und Entwicklung eines Vorgehensmodells f r ein Customer Experience Management im Dienstleistungsbereich zum Ziel Dies beruht zum einen auf dem aktuellen Forschungsstand und integriert isolierte Forschungsaktivit ten auf diesem Gebiet zu einem umfassenden entscheidungsorientierten Managementansatz zum anderen tr gt es branchenspezifischen Aspekten des B2B Bereichs st rker als bisherige Konzeptionen Rechnung Der methodische Ansatz soll B2B Dienstleistungsunternehmen als Leitfaden dienen und ihnen eine praxisorientierte Anleitung f r die Gestaltung und systematische Steuerung nachhaltiger Kundenerlebnisse bieten **Kundenzentrierte**

Unternehmensf hrung durch Customer Experience Management f r mittelst ndische Unternehmen Alexander Schleipfer, 2017-02-28 In einer zunehmend erlebnisorientierten Gesellschaft sollte das Ziel von kundenzentrierter Unternehmensf hrung in der Schaffung positiv wahrnehmbarer Kundenerlebnisse liegen Die vorliegende Arbeit beschreibt die M glichkeiten durch die Dokumentation und Analyse von Kundenwahrnehmungen w hrend des Kauf oder Serviceprozesses die Kundenerfahrung zu erfassen und mithilfe geeigneter Strategien darauf einzuwirken Als Hilfsmittel f r ein erfolgreiches Customer Experience Managmenet dient das sogenannte Customer Journey Mapping welches ebenfalls Bestandteil dieser Facharbeit ist Zur plakativen Veranschaulichung wurde auf die CEM Cloud der cx omni Marketing Software GmbH zur ckgegriffen Die visuelle Darstellung vereinfacht das Verst ndnis **Customer Experience**

Management Kathrin Herbstritt, 2015-07-01 Masterarbeit aus dem Jahr 2014 im Fachbereich BWL Marketing Unternehmenskommunikation CRM Marktforschung Social Media Note 1 3 FOM Essen Hochschule f r Oekonomie Management gemeinnutzige GmbH Hochschulleitung Essen fruher Fachhochschule Sprache Deutsch Abstract Servicewuste Deutschland Going the extra mile f r den Kunden ist f r die meisten Unternehmen in Deutschland ein unverständliches Konzept Allzu oft herrscht in den Unternehmen noch die Meinung dass Preis Qualitat und die Funktion des Produktes bzw die Leistung alles sei worauf es den Kunden ankommt Dabei ist jede Interaktion des Kunden mit einer Marke bzw einem Unternehmen sei es durch einen Mitarbeiter oder ein Produkt mit einem Erlebnis verbunden Die Wichtigkeit von Erlebnissen wird dabei von Unternehmen oftmals unterschätzt So zeigt eine Studie des US amerikanischen Unternehmens RightNow Technologies Inc dass 80 Prozent der Kunden nach einem negativen Erlebnis nicht noch einmal bei dem betreffenden Unternehmen kaufen und zu einem Mitbewerber wechseln Vor dem geschilderten Hintergrund wird vonseiten der Wirtschaft und insbesondere durch Beratungen immer starker gefordert sich mit den Erlebnissen bzw Erfahrungen der Kunden Customer Experiences auseinanderzusetzen Dabei wird ein ganzheitlicher Blick gefordert d h es sollen die Customer

Experiences in sämtlichen Phasen des Lebenszyklus mit Pre Sales Sales und After Sales Phase sowie sämtlichen Kundenkontaktkanälen betrachtet werden Unternehmen stehen somit vor der grossen Herausforderung Customer Experiences in einem komplexen Umfeld zu managen um möglichst positive Erlebnisse beim Kunden zu erzeugen Einen geeigneten Ansatz stellt das Customer Experience Management CEM dar das als Prozess des strategischen Managements aller Kundenerlebnisse mit einer Marke an sämtlichen Kontaktpunkten definiert werden kann Die vorliegende Arbeit hat die theoretisch konzeptionelle Ausarbeitung und Entwicklung eines V *Customer Experience Management Im B2B-Dienstleistungsbereich: Konzeption eines Entscheidungsorientierten Managementansatzes*, 2015 **B2B Customer Experience** Paul Hague, Nick Hague, 2023-05-03 Use this bestselling and practical guide to steer you through how to create exceptional customer experience for the modern B2B consumer This new edition explores key topics such as AI the role of IT in customer experience and customer relationship management B2B Customer Experience shows readers how to deliver the very best customer experience within the business to business industry Intensely practical in its approach it is divided into five parts to walk readers through the journey of planning mapping structuring implementing and controlling an effective customer experience all bespoke for the B2B environment Now newly revised this new edition will provide new case studies demonstrating what makes for good or bad customer experience as well as providing new tactics and strategies that will help build an effective customer experience plan This new edition also aims to guide the reader on how to successfully incorporate AI into their strategy whilst still delivering great customer experience Discussing some of the best known examples of consumer focused customer experiences from companies such as Zappos Nordstrom and John Lewis B2B Customer Experience is the must have text for any marketing professional working within a B2B environment **Customer Experience Management** Bernd H. Schmitt, 2010-07-09 In Customer Experience Management renowned consultant and marketing thinker Bernd Schmitt follows up on his groundbreaking book Experiential Marketing by introducing a new and visionary approach to marketing called customer experience management CEM In this book Schmitt demonstrates how to put his CEM framework to work in any organization to spur growth increase revenues and transform the image of your company and its brands From retail buying to telephone orders from marketing communications to online shopping every customer touch point offers companies an opportunity to maximize the customer experience and establish a bond that will never be broken Customer Experience Management introduces the five step CEM process a comprehensive tool for connecting with customers at every touch point This revolutionary marketing guide provides cases of successful CEM implementations in a wide variety of consumer and B2B industries including pharmaceuticals electronics beauty and cosmetics telecommunications beverages financial services and even the nonprofit sector A must read for senior executives marketing managers and anyone who wants to drive growth increase income and spur organizational change Customer Experience Management demonstrates the power of collecting truly relevant customer information developing and

implementing winning strategies and measuring their results B2B Customer Engagement Strategy Daniel D. Prior, 2023-04-03 Business to business B2B transactions account for 60-70% of all transactions globally. Considering this, many supplier firms aspire to create high levels of customer engagement, and this involves identifying various ways to improve customer experience. In fact, companies such as Google, Amazon, Microsoft, and others now employ professionals in customer engagement roles and dedicate entire corporate divisions to ensure seamless customer engagement. Creating high customer engagement is challenging without a cohesive strategic approach, particularly in B2B markets. This textbook introduces students to customer engagement strategy in B2B markets, the foundation of which is customer engagement capability. Companies must develop and implement four sub-capabilities: customer journey management, customer relationship management, customer communications, and data analytics, and insight to succeed. With a myriad of case studies, discussion questions, and prompts for further reading, the textbook translates theory into practice and serves as a useful foundation for executive courses as well as fundamental reading for masters-level specialist courses in customer engagement, marketing, sales, and strategy. In addition, practitioners in supplier firms will also be able to use it to build their customer engagement capability.

CUSTOMER EXPERIENCE MANAGEMENT - THE EXPERIENTIAL JOURNEY James Seligman, 2018-09-19 Organizations that want to deliver required outcomes can do so by shifting gears from traditional command and control tactics to a more collaborative way of working with customer interactions, ensuring relevant skills and capabilities are made available. By investing in technology, organizations that support the customer experience can provide accurate forecasting, customer insight, and the skills and capabilities regardless of their location and time zone. Processes that span the back office to the front office should provide real-time insight into the interpersonal experience journeys and enable co-creation of goods and services.

Customer Experience Management Jay Kandampully, 2014 Although a nascent field of research, customer experience management has become an important research and management topic in today's interconnected world.

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