

Aus der Reihe: GENIOS WirtschaftsWissen

Harald Reil

Digitales Customer Experience Management

**Oder die spannende Frage: Wie macht man aus Kunden
Fans?**

Digitales Customer Experience Management Spannende

Susanne Doppler, Adrienne Steffen



Digitales Customer Experience Management Spannende:

Digitales Customer Experience Management Harald Reil, 2013-03-25 Für Fachleute ist das virtuelle Customer Experience Management oder Social CRM wie es auch genannt wird der nächste Megatrend in Sachen Marketing schlechthin. Sie können Recht damit haben. Denn das Internet macht die Verbraucher zunehmend mächtig. Um sie dennoch auf sich die eigenen Produkte oder Services einzuschwemmen, müssen Unternehmen aus Fremden loyale Freunde machen. Der Schachzug, der dafür in Frage kommt, ist ebenso genial wie einfach: Firmen, die es schaffen, mittels moderner IT-Technologien unter ihren Kunden automatisch Mundpropagandisten zu rekrutieren und damit den Flurfunk anzufeuern, stehen bestens da. Denn diesen unverdächtigen Botschaftern glaubt man eher als den Versprechen von unternehmensbezahlten Marketers. Thema Information & Kommunikation GBI Genios, 2015-08-13 Die wirtschaftliche Bedeutung von Information und Kommunikation in Unternehmen liegt auf der Hand. Mangelhaftes Informations- und Kommunikationsverhalten erhöht substantiell das Risiko von Misserfolg. Das macht Information zu einer strategischen Ressource für Unternehmen. Ein funktionierendes Informations- und Kommunikationsmanagement als Querschnittsfunktion zum integralen Grundelement der Unternehmensführung. Der betrieblichen Information und Kommunikation werden in Anlehnung an den Standard Thesaurus Wirtschaft unter anderem die Themenkomplexe Berichtswesen und Dokumentation, Informationsmanagement und Management Informationssysteme, Büroautomatisierung und Breitenkommunikation, interne Kommunikation sowie Öffentlichkeitsarbeit zugeordnet. Unter anderem werden hier folgende Themenkomplexe betrachtet: Data Governance, Enterprise Content Management, Micropayment, Mobiles Büro, Papierloses Büro, Quick Response Codes, Unternehmenskommunikation, Videokonferenzen. Wirtschaftswissen GBI Genios, 2015-08-13 GENIOS Wirtschaftswissen bringt aktuelle Themen der Wirtschaft auf den Punkt und hilft sich schnell und bequem mit aktuellen Entwicklungen der Wirtschaft vertraut zu machen und Know-how aufzubauen. Ein eigenes Team kompetenter Autoren analysiert regelmäßig mehr als 350 Fachquellen, identifiziert die relevanten Entwicklungen in den unterschiedlichen Themenbereichen und fasst den aktuellen Wissensstand zu den wichtigsten Wirtschaftsthemen leicht verständlich und anschaulich zusammen. Ergänzende Praxisbeispiele und Fallstudien runden die Betrachtungen ab und bieten Anregungen zum Umgang mit aktuellen Fragestellungen. Themenbereiche: Controlling, Führung, Organisation, Information, Kommunikation, Investition, Finanzierung, Risikomanagement, Kapitalmärkte, Banken, Immobilien, Marketing, Vertrieb, Personal, Produktion, Materialwirtschaft, Logistik, Steuern, Bilanzen, Strategie, Umweltmanagement, Volkswirtschaft, Wirtschaftsrecht und Politik. *Digital Customer Experience* Susanne Robra-Bissantz, Christoph Lattemann, 2018-11-19 Die Digital Customer Experience rückt zunehmend in den Fokus, wenn es darum geht, Kunden einen besonderen Nutzen und ein besonderes Erlebnis zu versprechen, sie zufrieden zu stellen und zu binden. Sie ergänzt Produkte und Dienstleistungen und bietet dabei insbesondere im Kontakt zwischen Kunden und Anbietern digitale Services und Unterstützungsangebote. Hier setzt das Buch an. Der vorliegende Herausgeberband legt aus der theoretischen Perspektive der Service Dominant Logic die Grundlagen für

die Betrachtung und Gestaltung einer Digital Customer Experience Anschließend fokussieren die Autoren auf IT gestützte Möglichkeiten die persönliche Beziehung zwischen Kunde und Anbieter im stationären Einzelhandel durch digitale Dienste zu ergänzen Besondere Betrachtungen einer mobilen oder mithilfe von virtueller Realität gestalteter Customer Experience sowie sozialer und kooperativer Konzepte schließen sich an Anschließend zu Design und Rahmenbedingungen der Gestaltung einer Digital Customer Experience runden das Herausgeberwerk ab Wie typisch für die Fachbuchreihe Edition HMD greifen die Beitragsautoren das Thema aus Sicht von Forschung und Praxis gleichermaßen auf

Digitale Markenführung Ralf T. Kreutzer, Karl-Heinz Land, 2017-04-11 Dieses Buch verfolgt einen ganzheitlichen on und offline bergreifenden Markenführungsansatz und erläutert warum die Verantwortung für eine langfristige und werthaltige Entwicklung der Marke bei den Entscheidern im Unternehmen bleibt Das Konzept der Markenführung hat sich durch die Digitalisierung grundlegend geändert Um Marken erfolgreich zu führen müssen neue digitale Gestaltungsfelder genutzt werden Die Marke kann heute viel schneller innovativer und persönlicher agieren Dabei gilt es Anregungen Wünsche und Ideen der aktiven Brand Community aufzunehmen und in die Entscheidungsprozesse des Managements zu integrieren Wie das gelingen kann wird anhand von Beispielen und konkreten Case Studies erläutert Durch eine integrative Markenführung wird im Idealfall eines erreicht Digital Customer Delight Vor diesem Hintergrund sind die folgenden Handlungsfelder auszugestalten Customer Experience Management Customer Engagement und User Generated Content Content Marketing Rating und Review Management Influencer Marketing Eco Systems Sharing Economy Ein wichtiges Buch das interessante Fragen aufwirft und neue Perspektiven auf die digitale Markenführung ermöglicht Die relevanten Handlungsfelder werden fundiert und praxisnah diskutiert Prof Dr Holger J Schmidt Hochschule Koblenz Lesen lernen loslegen Ralf T Kreutzer und Karl Heinz Land zeigen wie man im digitalen Zeitalter Marken richtig führt Prof Dr Karsten Kilian Markenlexikon.com

Customer Experience im Zeitalter des Kunden Andreas Rusnjak, Daniel R. A. Schallmo, 2017-12-20 Dieser Band widmet sich Themen zum Customer Experience Management und bietet anhand von Best Practice Beispielen unterschiedlichster Branchen Fallstudien und empirischen Untersuchungen einen umfassenden Überblick Im Zeitalter des Kunden werden auf Dauer nur die Unternehmen erfolgreich sein die ihren Kunden außergewöhnliche Erlebnisse und einen überlegenen Nutzen bieten Hierbei ist es wichtig das Verhalten und die Erwartungen von Kunden so gut wie möglich zu verstehen und entlang von Customer Journeys und Touchpoints zu gestalten Die Beiträge zeigen Anschließend Hintergrund und Konzepte wie Unternehmen das Customer Experience Management effektiv einsetzen können

Handbuch Digitales Marketing Niko Pabst, Andreas Mittelmeier, 2022-11-24 Digitales Marketing für Einsteiger und Profis Digitales Marketing ist nicht erst seit der Corona Pandemie und den damit einhergehenden Auswirkungen ein großes Thema sondern vielmehr ein immer größer werdendes und sich laufend professionalisierendes Themenfeld Digitales sowie analoges Marketing verschmelzen zusehends Der Grund dafür liegt in unserem eigenen Verhalten Es gibt bei einer Mehrheit der Menschen kein ausschließlich analoges oder digitales

Leben mehr Diese Sphären sind mittlerweile eins geworden und bedingen einander Diese Entwicklung ist nicht nur Lebensrealität sondern wird natürlich auch im Marketing immer sichtbarer Marketeers müssen Wissen im Bereich digitales Marketing aufbauen um die jeweiligen Zielgruppen auch tatsächlich zielgruppengerecht ansprechen zu können Dieses Know how braucht ein starkes Fundament um auf die schnellen Entwicklungen im Marketing professionell reagieren zu können Hier setzt dieses Buch an 21 Beiträge von in ihrem Bereich ausgewiesenen Expertinnen setzen sich intensiv mit den diversen Disziplinen des digitalen Marketings auseinander Bringen praxisnahe Beispiele Zahlen Daten und natürlich Fakten Diese Publikation bietet somit nicht nur einen intensiven Überblick sondern ist ein Fundament für alle Marketeers und solche die es werden wollen

Touchpoint Management Bernhard Keller, Cirk Sören Ott, 2018-11-06 Unternehmen die ihre Marktposition halten oder ausbauen wollen sollten die Customer Journey so beeinflussen dass an jedem Kontaktpunkt das positive Kundenerlebnis im Fokus steht Dieses Praxis Handbuch führt Sie an diesen Change Prozess heran Sie erhalten Anleitungen für Ihre unternehmensspezifischen Anforderungen und in Marketing und Vertrieb sowie konkrete Empfehlungen zum Einsatz von Dienstleistern und Software Denn nur durch den individuellen Umgang mit jedem einzelnen Touchpoint wird die Zielgruppenansprache deutlich verbessert Eine Übersicht der Touchpoint Management Buchreihe finden Sie unter shop.haude.de

touchpointmanagement Inhalt Customer Centricity Customer Journey Touchpoint Management Was steckt dahinter Erfolgreiches Agieren entlang der Customer Journey und Verkaufen in der digitalen Welt Praxis der Dienstleister Touchpoint Analysen Big Data Messung der Customer Journey Praxis in Unternehmen Branchen Beratung IT Telekommunikation Handel Versicherung Learnings aus Erfahrungsberichten und von mymuesli Vodafone LINDA AG REN SIM Versicherungskammer Bayern SBB Neu Ein Blick ins Ausland Touchpointmanagement in Süd und Nordamerika Checklisten zur Vorbereitung und Fehlervermeidung in CX Vorhaben Tipps zum Betrieb einer Kunden Community Arbeitshilfen online Stellenprofil Touchpoint Manager Blanko Matrix zur Klassifizierung der Touchpoints Excel Template zur Reichweiten Einschätzung Scoring Modell Praxisbeispiele TPM Fitness Check

Case Studies on Food Experiences in Marketing, Retail, and Events Susanne Doppler, Adrienne Steffen, 2020-08-21 Case Studies on Food Experiences in Marketing Retail and Events explores approaches for creating ideal food shopping and consumption experiences and the challenges food customers face today With a basis in literature review and theoretical background the book illustrates specific case studies on food shopping experiences food consumption experience in restaurants and food experience and events as well as insights on the methodological tools adopted throughout Topics include food and food service design the creation of customer loyalty through experiences communication strategies like food promotion and event management and defining product positioning in a competitive environment This book is an excellent resource for industry professionals in the food and beverage sectors including those who work in marketing communication hospitality and management as well as students studying business management tourism management event management applied marketing and consumer behavior Presents the challenges customers face

in their away from home food shopping Explains how customer food experiences can be created Contains best practice examples of how food companies achieve a competitive advantage by creating memorable customer experiences **Die Cloud und der digitale Umbruch in Wirtschaft und Arbeit** Andreas Boes, Barbara Langes, 2019-05-16 Das Buch vereint wissenschaftliche Ergebnisse aus drei Jahren Forschung mit konkreten Strategien und Praxiserfahrungen zu innovativen Gestaltungskonzepten Wissenschaftler erklären das disruptive Potenzial der Cloud Strategen aus Vorreiterunternehmen und Praktiker zeigen die Veränderung von Wertschöpfung und Arbeit in der Praxis Vordenker aus gesellschaftlichen Schlüsselbereichen entwickeln Leitideen und Ansätze für die Gestaltung der digitalen Zukunft Inhalte Was macht das disruptive Potenzial der Cloud aus Wissenschaftliche Perspektiven auf die Cloud Cloud Crowd und der Wandel von Arbeit Cloud und die Zukunft von Wirtschaft und Gesellschaft Impulse und Stellungnahmen

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