

Customer Relationship Management A Databased Approach

"If Wal-Mart founder Sam Walton were alive and heavily involved in the Internet, this is the kind of book he might write."- Los Angeles Times Packed with case studies and real-world examples, Loyalty.com reveals what the latest technology shifts mean to marketers in every field and outlines the fundamentals needed to build customer loyalty that will last.

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

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.

Preface Corporations that achieve high customer retention and high customer profitability aim for: The right product (or service), to the right customer, at the right price, at the right time, through the right channel, to satisfy the customer's need or desire. Information Technology—in the form of sophisticated databases fed by electronic commerce, point-of-sale devices, ATMs, and other customer touch points—is changing the roles of marketing and managing customers.

Information and knowledge bases abound and are being leveraged to drive new profitability and manage changing relationships with customers. The creation of knowledge bases, sometimes called data warehouses or Info-Structures, provides profitable opportunities for business managers to define and analyze their customers' behavior to develop and better manage short- and long-term relationships. Relationship Technology will become the new norm for the use of information and customer knowledge bases to forge more meaningful relationships. This will be accomplished through advanced technology, processes centered on the customers and channels, as well as methodologies and software combined to affect the behaviors of organizations (internally) and their customers/channels (externally). We are quickly moving from Information Technology to Relationship Technology. The positive effect will be astounding and highly profitable for those that also foster CRM. At the turn of the century, merchants and bankers knew their customers; they lived in the same neighborhoods and understood the individual shopping and banking needs of each of their customers. They practiced the purest form of Customer Relationship Management (CRM). With mass merchandising and franchising, customer relationships became distant. As the new millennium begins, companies are beginning to leverage IT to return to the CRM principles of the neighborhood store and bank. The customer should be the primary focus for most organizations. Yet customer information in a form suitable for marketing or management purposes either is not available, or becomes available long after a market opportunity passes, therefore CRM opportunities are lost.

Understanding customers today is accomplished by maintaining and acting on historical and very detailed data, obtained from numerous computing and point-of-contact devices. The data is merged, enriched, and transformed into meaningful information in a specialized database. In a world of powerful computers, personal software applications, and easy-to-use analytical end-user software tools, managers have the power to segment and directly address marketing opportunities through well managed processes and marketing strategies. This book is written for business executives and managers interested in gaining advantage by using advanced customer information and marketing process techniques. Managers charged with managing and enhancing relationships with their customers will find this book a profitable guide for many years. Many of today's managers are also charged with cutting the cost of sales to increase profitability. All managers need to identify and focus on those customers who are the most profitable, while, possibly, withdrawing from supporting customers who are unprofitable. The goal of this book is to help you: identify actions to categorize and address your customers much more effectively through the use of information and technology, define the benefits of knowing customers more intimately, and show how you can use information to increase turnover/revenues, satisfaction, and profitability. The level of detailed information that companies can build about a single customer now enables them to market through knowledge-based relationships. By defining processes and providing activities, this book will accelerate your CRM "learning curve," and provide an effective framework that will enable your organization to tap into the best practices and experiences of CRM-driven companies (in Chapter 14). In Chapter 6, you will have the opportunity to learn how to (in less than 100 days) start or advance, your customer database or data warehouse environment. This book also

provides a wider managerial perspective on the implications of obtaining better information about the whole business. The customer-centric knowledge-based info-structure changes the way that companies do business, and it is likely to alter the structure of the organization, the way it is staffed, and, even, how its management and employees behave. Organizational changes affect the way the marketing department works and the way that it is perceived within the organization. Effective communications with prospects, customers, alliance partners, competitors, the media, and through individualized feedback mechanisms creates a whole new image for marketing and new opportunities for marketing successes. Chapter 14 provides examples of companies that have transformed their marketing principles into CRM practices and are engaging more and more customers in long-term satisfaction and higher per-customer profitability. In the title of this book and throughout its pages I have used the phrase "Relationship Technologies" to describe the increasingly sophisticated data warehousing and business intelligence technologies that are helping companies create lasting customer relationships, therefore improving business performance. I want to acknowledge that this phrase was created and protected by NCR Corporation and I use this trademark throughout this book with the company's permission. Special thanks and credit for developing the Relationship Technologies concept goes to Dr. Stephen Emmott of NCR's acclaimed Knowledge Lab in London. As time marches on, there is an ever-increasing velocity with which we communicate, interact, position, and involve our selves and our customers in relationships. To increase your Return on Investment (ROI), the right information and relationship technologies are critical for effective Customer Relationship Management. It is now possible to: know who your customers are and who your best customers are stimulate what they buy or know what they won't buy time when and how they buy learn customers' preferences and make them loyal customers define characteristics that make up a great/profitable customer model channels are best to address a customer's needs predict what they may or will buy in the future keep your best customers for many years This book features many companies using CRM, decision-support, marketing databases, and data-warehousing techniques to achieve a positive ROI, using customer-centric knowledge-bases. Success begins with understanding the scope and processes involved in true CRM and then initiating appropriate actions to create and move forward into the future. Walking the talk differentiates the perennial ongoing winners. Reinvestment in success generates growth and opportunity. Success is in our ability to learn from the past, adopt new ideas and actions in the present, and to challenge the future. Respectfully, Ronald S. Swift Dallas, Texas June 2000

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.

The concept of customer relationship management (CRM) has grown from the loosely defined methodology of using customer transactions for developing profiles on customers to the well-defined business process of using sophisticated tools and analytical processes for managing each customer on an individual basis. CRM integrates e-mail and the PDA with

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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. While the definition of database marketing hasn't changed, its meaning has become more vivid, versatile and exciting than ever before. Advanced Database Marketing provides a state-of-the-art guide to the methods and applications that define this new era in database marketing, including advances in areas such as text mining, recommendation systems, internet marketing, and dynamic customer management. An impressive list of contributors including many of the thought-leaders in database marketing from across the world bring together chapters that combine the best academic research and business applications. The result is a definitive guide and reference for marketing and brand analysts, masters students, teachers and researchers in marketing analytics. The proliferation of marketing platforms and channels and the complexity of customer interactions create an urgent need for a multidisciplinary and analytical toolkit. Advanced Database Marketing is a resource to enable marketers to achieve insights and increased financial performance; to provide them with the capability to implement and evaluate approaches to marketing that will meet, in equal measure, the changing needs of customers and the businesses that serve them.

An ETHS graduate of 1962 provides a blueprint for customer relationship management in business and technical organizations.

Diploma Thesis from the year 2005 in the subject Business economics - Customer Relationship Management, CRM, grade: 1, University of Linz (IDV - Institut für Datenverarbeitung in den Sozial und Wirtschaftswissenschaften), 6 entries in the bibliography, language: English, abstract: Foreword The reason why I chose this topic for my thesis is mainly because of the fact that I have been working as a Consultant for a software company where my main responsibilities are focused on implementing CRM Solutions for small and medium sized companies in Austria. My experiences in this segment were influenced by the meetings with vendors of such solutions as well as during the planning, implementing and service phases with the customer. The projects I have been involved and the studying of news-related articles, websites

and magazines in this market strengthened my opinion that Customer Relationship Management has raised a lot of attention amongst the business world in recent years. Not only the hype - but also problems that occurred with Customer Relationship Management forced companies to re-think their methodology and business strategy. Analysts and business men are still aware of the power and growing importance of CRM technology. Companies are adopting the benefits of 360-degree view into their organization that is used to gain higher return on investment of marketing-campaigns and to handle more effectively and efficient customer service. The productivity and value of CRM solutions is steadily increasing because of the influence of the Internet and the possibilities for mobile office integration. The new approach to define CRM not as a single software tool but moreover as perhaps one of the most important keys to support and redesign a company's business strategy is showing the shift from traditional software to CRM for the 21 st century. On demand services and wireless integration makes the current state-of-the-art solutions scalable, easier to adopt and offer affordable utilities to realize also the visions of small and medium sized companies. [...]

"This book explores the possibilities and advantages created by fuzzy methods through the presentation of thorough research and case studies"--Provided by publisher.

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.

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.

"This book offers case studies, methodologies, frameworks and architectures, and generally the cutting edge in research within the field of customer relationship management"--Provided by publisher.

Project Report from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 86%, Macquarie University (Graduate Accounting and Commerce Centre), course: MKTG814, Managing Customer Relations (post-graduate unit), 19 entries in the bibliography, language: English, abstract: Lufthansa is Germany's aviation flagship company and also one of the major airlines operating on a global scale. Established in 1926, Lufthansa currently is one of the biggest members and also founders of the Star Alliance, the world's most important airline cooperation. Divided into five strategic business segments (passenger business, logistics, Maintenance Repair Overhaul, catering and IT services), the following report will focus on the passenger business segment and Lufthansa's activities in terms of customer relationship management (CRM) in this division. Being one of the first airlines to have established a customer loyalty program, Lufthansa successfully runs its frequent flyer concept Miles & More (Lufthansa, 2007). In a competitive environment like the aviation business, relying on a loyal customer base which generates a major part of the company's revenue is one of the key drivers for success. Due to cost pressure in the late 1990s and the crisis in the aviation business after the terror attacks in 2001, airlines more than ever before recognized and appreciated the value of a relationship to its important profitable customer segments. Thus CRM strategies have become increasingly relevant for Lufthansa and other airlines. Lufthansa's CRM strategy in the passenger business segment is concentrated within the Miles & More program. Different statuses of memberships are designed to attend to customers throughout the stages of customer's lifetime and therefore represent the value of the customer for the company. Beneath the Miles & More surface, an accurate value chain is required. The value chain contains Lufthansas Cus A brand new collection of powerful insights into building outstanding customer relationships... 4 pioneering books, now in a convenient e-format, at a great price! 4 remarkable eBooks help you develop rock-solid, high-value long-term customer relationships: levels of loyalty you thought were impossible Today, rock-solid long-term customer relationships are the holy grail of every business -- and they seem just as elusive. But such relationships are possible: great businesses are proving it every day, and reaping the rewards. In this extraordinary 4 eBook set, you'll learn how they do it -- and how you can, too, no matter what you sell or who your customers are. First, in Managing Customers for Profit: Strategies to Increase Profits and Build Loyalty, internationally respected marketing expert V. Kumar presents a complete framework for linking your investments to business value - and maximizing the lifetime value of every customer. Learn how to use Customer Lifetime Value (CLV) to target customers with higher profit potential...manage and reward existing customers based on their profitability...and invest in high-profit customers to prevent attrition and ensure future profitability. Kumar introduces customer-centric approaches to allocating marketing resources...pitching the right products to the right customers at the right time...determining when a customer is likely to leave, and whether to intervene...managing multichannel shopping... even calculating referral value. Next, in Smart Retail: Practical Winning Ideas and Strategies from the Most Successful Retailers in the World, Richard Hammond presents remarkable new case studies, ideas, strategies, and tactics from great retailers worldwide. Discover new ways to use data to drive profit and growth... do more

with less... leverage technology to develop highly productive and innovative remote teams... create your ultimate retail experience! In *Inside the Mind of the Shopper: The Science of Retailing*, the legendary Herb Sorensen reveals what customers really do when they shop, ripping away myths and mistakes that lead retailers to miss huge opportunities. Sorensen identifies simple interventions that can have dramatic sales effects, shows why many common strategies don't work, and offers specific solutions for serving quick-trip shoppers, optimizing in-store migration patterns, improving manufacturer-retailer collaboration, even retailing to multicultural communities. Finally, in *The Truth About What Customers Want*, Michael R. Solomon demystifies today's consumers, revealing what they want, think, and feel. Then, based on his deep truths about consumer behavior, he presents 50 bite-size, easy-to-use techniques for finding and keeping highly profitable customers! From world-renowned experts in customer behavior and retail performance V. Kumar, Richard Hammond, Herb Sorensen, and Michael R. Solomon

This new edition, which includes a new free CD-ROM, features new and updated case studies and extra material on data management in the financial-services sector.

Customer Relationship Management is of a great use to the multi-level business arrangement. Its use can be dated back to the era of pre-industrialisation when its need was found for keeping track about the needs and demands of the customer. Many advancements were made since the time but the term 'CRM' was finally identified in 2005. Till date the CRM continuously gets updated with the recent technological advancements made in the software department. This makes the CRM to be endowed with best of the features till date. The CRM even keeps a database consisting of information about its customers personal details as well as the details about the purchasing interests of the customer such as like and dislikes for the item, purchasing history etc. Apart from this, the company also tries to maintain communication through social media platforms to keep themselves updated with the experiences of the customers about the use of their product. It is also essential for maintaining relationship with their customers (new or old) which reflects upon the organisation's final output value. There is a wide application of Customer Relationship Management in certain fields and its scope remains wide.

This book balances the behavioral and database aspects of customer relationship management, providing students with a comprehensive introduction to an often overlooked, but important aspect of marketing strategy. Baran and Galka deliver a book that helps students understand how an enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace. This edition has several new features: Updates that take into account the latest research and changes in organizational dynamics, business-to-business relationships, social media, database management, and technology advances that impact CRM New material on big data and the use of mobile technology An overhaul of the social networking chapter, reflecting the true state of this dynamic aspect of customer relationship management today A broader discussion of the relationship between CRM and the marketing function, as well as its implications for the organization as a whole Cutting edge examples and images to keep readers engaged and interested A complete typology of marketing strategies to be used in the CRM strategy cycle: acquisition, retention, and win-back of customers With chapter summaries, key terms, questions, exercises, and cases, this book will truly appeal to upper-level students of customer relationship management. Online resources, including PowerPoint slides, an instructor's manual, and test bank, provide instructors with everything they need for a comprehensive course in customer relationship management.

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.

CUSTOMER RELATIONSHIP MANAGEMENT
OPERATIONAL CRM
ANALYTICAL CRM
COLLABORATIVE CRM
RELATIONSHIP MANAGEMENT
THE CRM MODEL
ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM)
CRM IMPLEMENTATION
APPLICATIONS OF CRM IN HEALTH SECTOR
FINANCIAL SYSTEM OVERVIEW
APPLICATIONS OF CRM IN THE MANUFACTURING SECTOR
APPLICATION OF CRM IN RETAIL SECTOR
APPLICATION OF CRM IN TELECOM SECTOR
FUTURE OF CRM
Conclusion
Reference
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Increase profits and reduce costs by utilizing this collection of models of the most commonly asked data mining questions In order to find new ways to improve customer sales and support, and as well as manage risk, business managers must be able to mine company databases. This book provides a step-by-step guide to creating and implementing models of the most commonly asked data mining questions. Readers will learn how to prepare data to mine, and develop accurate data mining questions. The author, who has over ten years of data mining experience, also provides actual tested models of specific data mining questions for marketing, sales, customer service and retention, and risk management. ACD-ROM, sold separately, provides these models for reader use.

Customer relationship management (CRM) offers the potential of maximised profits for today's highly competitive businesses. This title describes the methods and structures for integrating CRM principles into the workplace, so that a strong customer relationship can be achieved.

Database marketing is at the crossroads of technology, business strategy, and customer relationship management. Enabled by sophisticated information and communication systems, today's organizations have the capacity to analyze customer data to inform and enhance every facet of the enterprise—from branding and promotion campaigns to supply chain management to employee training to new product development. Based on decades of collective research, teaching, and application in the field, the authors present the most comprehensive treatment to date of database marketing, integrating theory and practice. Presenting rigorous models, methodologies, and techniques (including data collection, field testing, and predictive modeling), and illustrating them through dozens of examples, the authors cover the full spectrum of principles and topics related to database marketing. "This is an excellent in-depth overview of both well-known and very recent topics in customer management models. It is an absolute must for marketers who want to enrich their knowledge on customer analytics." (Peter C. Verhoef, Professor of Marketing, Faculty of Economics and Business, University of Groningen) "A marvelous combination of relevance and sophisticated yet understandable analytical material. It should be a standard reference in the area for many years." (Don Lehmann, George E. Warren Professor of Business, Columbia Business School) "The title tells a lot about the book's approach—though the cover reads, "database," the content is mostly about customers and that's where the real-world action is. Most enjoyable is the comprehensive story – in case after case – which clearly explains what the analysis and concepts really mean. This is an essential read for those interested in database marketing, customer relationship management and customer optimization." (Richard Hochhauser, President and

CEO, Harte-Hanks, Inc.) "In this tour de force of careful scholarship, the authors canvass the ever expanding literature on database marketing. This book will become an invaluable reference or text for anyone practicing, researching, teaching or studying the subject." (Edward C. Malthouse, Theodore R. and Annie Laurie Sills Associate Professor of Integrated Marketing Communications, Northwestern University)

Dieses Buch beschäftigt sich konkret mit Qualitätsmanagement im IT-Bereich, wobei speziell auf Customer Relationship Management eingegangen wird. Zu Beginn werden die Grundlagen des IT-Qualitätsmanagement erläutert, um anschließend die Ziele und Problemfelder von IT-QM zu analysieren. Im dritten Kapitel wird ein Grundverständnis der Ziele und Problemfelder des IT-QM vermittelt. Den Ausgangspunkt dieser Betrachtung bildet dabei eine Organisation mit eingeführtem Data Base Marketing, Kundenbindung und CRM System. Als Endergebnis wird ein Konzept dargestellt, das mitzubringende Prozesse wie Data, Deining, Olap, Data Warehouse von CRM und ICRM bei bestehenden IT-QM einbringen kann. Danach wird Business Intelligence erörtert, welches durch ein Konzept Business Intelligence mit QM zur Vorgehensweise einer IT-Einführung abgerundet wird. Abschließend wird ein Fazit für Business Intelligence mit QM und eine Zusammenfassung der CRM Regeln für ein optimales Kundenwissen dargelegt.

Inhaltsangabe:Abstract: The thesis offers solutions concerning the following questions: - Why is customer loyalty important for long term success of a company? - What are value adding characteristics of E-Business? - How is customer relationship management defined? - How does relationship management help a company in the changing marketplace of E-Business? - How can a company build customer loyalty? - How to follow a step-by-step process in order to build lasting relationships with customers? - What do best-practice companies manage relationships (including over 10 short case studies and practical experiences) - How to use online communities for customer loyalty? - What does datamining mean in the context of CRM? - How to integrate customers for customization and product innovations? - Why does a database give you the necessary information for knowing your customers? - What is the link between customer satisfaction, differentiation, and long term economic success - What are tools to implement the new approach of customer relationship management? - How to install an complaint management system in E-Business in order to build loyalty? The main objectives of the thesis are show how companies can build loyalty with customer relationship management to combine the concept of customer loyalty with the characteristics of E-BusinessCompanies in E-Business already realize that focusing only on customer acquisition is not enough for lasting success and are therefore intensifying efforts towards customer loyalty. According to recent studies only a small part of the companies know how many visitors they have on their Websites. And only some of them know the number of frequent/loyal buyers. A lack of customer knowledge and relationships with customers can get dangerous, especially in a scenario, where the competitive offer is only one click near by. The benefits of customer loyalty are directly measurable, knowing that the costs of taking care after loyal customers are many times below those of customer acquisition. From a practical point of view the aim of the thesis is to show how companies can build loyal online-customers in order to develop long-term business relationships. Drawing from international management literature, focusing on recently published articles in order to take into consideration the developments in the changing marketplace of information technology. Successful online companies and their practical experience should [...] This reader-friendly series is must read for all levels of managers All managers, whether brand-new to their positions or well established in the corporate hierarchy, can use a little brushing-up now and then. The skills-based Briefcase Books Series is filled with ideas and strategies to help managers become more capable, efficient, effective, and valuable to their corporations. As customer loyalty increasingly becomes a thing of the past, customer relationship management (CRM) has become one of today's hottest topics. Customer Relationship Management supplies easy-to-apply solutions to common CRM problems, including how to maximize impact from CRM technology, which data warehousing techniques are most effective, and how to create and manage both short- and long-term relationships.

Customer Relationship Management gives a well-balanced coverage of strategy and organisation, marketing aspects, analytical CRM, operational CRM, CRM systems and their implementation. It is the only comprehensive academic text to cover the entire scope of CRM from a marketing management angle. Geared to MBA students and advanced undergraduate students, as well as those taking courses on CRM, direct marketing, relationship marketing, database management or business intelligence, the book is also appropriate for graduate students in information management attending courses on CRM and participants in specific CRM/database management. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

Under the term Customer Relationship Management (CRM) companies such as Siebel Systems offer solutions geared at optimising customer processes. These companies claim high customer satisfaction and reduced costs. Traditional software giants like SAP and Oracle have also begun to provide software solutions in the areas of marketing, sales and service. For many enterprises, the re-organisation of so-called front-office-processes is new ground. But what must a company consider when it initiates a CRM project? It is important to start with the customer needs before moving on to customer relationships as a whole. This book describes customer relationships using the concept of Customer Buying Cycle and thus creates a neutral orientation framework for CRM projects.

Inhaltsangabe:Abstract: The evolution from transaction marketing to relationship marketing in recent years has resulted in a need for more rigorous databases and greater utilisation of current computerised tracking systems. Customer relationship management is a combination of people, processes and technology that seeks to understand organisations customers. It is an integrated approach to managing relationships by focussing on customer retention and relationship development. Organisations that successfully implement customer relationship management will reap the rewards in customer loyalty and long runs profitability. The impact of information technology in the relationship marketing context, such as database management systems, data warehouses, and data mining, is increasing, due to technological development which facilitates the storage and analysis of massive amounts of data. However, successful implementation is elusive to many organisations, mostly because they do not understand that customer relationship management requires company-wide, cross-functional, customer-focused business re-engineering. Furthermore, while organisations are collecting and analysing data, consumers are becoming increasingly concerned about the privacy of their personal information and information about their purchase behaviour. The purpose of this project is to analyse the new marketing approaches, proposed by the literature, as shifts away from the traditionally dominant marketing mix model. The marketing approaches include database marketing, relationship marketing and customer relationship management,

which carry with them additional analyse tools and theories for their effective implementation. Firstly databases, database management systems, and data analyse tools such as data mining will be investigated to emphasise the necessity of these tools in database marketing, relationship marketing, and customer relationship management. The main issues dealt with consist of data, data collection, data warehouses, data marts and database marketing. It is intended to bring all these issues together to have a comprehensive overview considering modern information technology. Secondly, relationship marketing and customer relationship management development and characteristics will be examined. The shift from transactional marketing to relational marketing will be described. Different viewpoints concerning the overall relationship marketing strategy will be shown. Moreover, [...]

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.

The leading introductory book on data mining, fully updated and revised! When Berry and Linoff wrote the first edition of Data Mining Techniques in the late 1990s, data mining was just starting to move out of the lab and into the office and has since grown to become an indispensable tool of modern business. This new edition—more than 50% new and revised—is a significant update from the previous one, and shows you how to harness the newest data mining methods and techniques to solve common business problems. The duo of unparalleled authors share invaluable advice for improving response rates to direct marketing campaigns, identifying new customer segments, and estimating credit risk. In addition, they cover more advanced topics such as preparing data for analysis and creating the necessary infrastructure for data mining at your company. Features significant updates since the previous edition and updates you on best practices for using data mining methods and techniques for solving common business problems. Covers a new data mining technique in every chapter along with clear, concise explanations on how to apply each technique immediately. Touches on core data mining techniques, including decision trees, neural networks, collaborative filtering, association rules, link analysis, survival analysis, and more. Provides best practices for performing data mining using simple tools such as Excel Data Mining Techniques, Third Edition covers a new data mining technique with each successive chapter and then demonstrates how you can apply that technique for improved marketing, sales, and customer support to get immediate results.

Embraces both the theoretical background and the practical implementation of CRM strategy. Also comprises of elements of marketing, accounting, human resources, information technology and strategic management to ensure that it provides a comprehensive and fully developed introductory text.

Inhaltsangabe: Einleitung: Die Begriffe Internet und Electronic Commerce (EC) sind in letzter Zeit in aller Munde. Insbesondere dem elektronischen Handel, also dem Vertrieb von Produkten und Dienstleistungen über das Internet, werden immense Wachstumsraten vorausgesagt. Die Grundlage für diese Entwicklung bilden die neuen technischen Möglichkeiten, die das Internet bietet. Multimediale Daten können kostengünstig und sehr schnell in die ganze Welt übertragen werden. Inzwischen haben viele Unternehmen erkannt, daß sie durch die konsequente Umsetzung einer EC-Strategie Kosten einsparen und erhebliche Wettbewerbsvorteile erreichen können. Dies hat zur Folge, daß immer mehr Unternehmen das Internet nicht mehr nur als Marketingkanal sehen, sondern auch als Vertriebsweg nutzen. Neben diesen vielfältigen Chancen birgt der Internethandel jedoch auch Risiken und wirft neuartige Probleme und Fragen gerade auch im Bereich der Wirtschaftsinformatik auf. Bei vielen Unternehmen, die bereits im EC aktiv sind, hat sich der erwartete Erfolg noch nicht eingestellt. Die EC-Projekte leiden oft unter schlechter Rentabilität und geringer Kundenakzeptanz. Die Ursache hierfür liegt insbesondere in der weitgehenden Anonymität der Kunden, die eine Kundenbindung durch ein kundenbezogenes, individualisiertes Marketing im herkömmlichen Sinne erheblich erschwert. Es steht daher außer Frage, daß auch im EC ein deutlicher Handlungsbedarf in Richtung individualisierter Kundenansprache besteht. Die Umsetzung der Erkenntnisse, die in letzter Zeit zu Ansätzen des One-to-One-Marketing bzw. Relationship-Marketing geführt haben, kann jedoch nur unter Beachtung der spezifischen technologischen, organisatorischen und rechtlichen Rahmenbedingungen im EC erfolgen. In dieser wissenschaftlichen Arbeit werden Möglichkeiten aufgezeigt und untersucht, die eine Kundenbindung im Internet ermöglichen. Es stehen dabei nicht nur technische Fragestellungen im Mittelpunkt, sondern es werden insbesondere auch betriebswirtschaftliche Gesichtspunkte berücksichtigt. Inhaltsverzeichnis: INHALTSVERZEICHNIS I VERZEICHNIS DER ABBILDUNGEN IV VERZEICHNIS DER VERWENDETEN ABKÜRZUNGEN V 1. EINLEITUNG 1 1.1 PROBLEMSTELLUNG 1 1.2 ZIEL UND GANG DER UNTERSUCHUNG 2 2. ELECTRONIC COMMERCE (EC) 4 2.1 ÖFFENTLICHE ELEKTRONISCHE NETZE ALS GRUNDLAGE DES EC 4 2.1.1 Das Internet 4 2.1.1.1 Entwicklung des Internet 4 2.1.1.2 Technologische Grundlagen - Die TCP/IP Protokollfamilie 4 2.1.2 Das World Wide Web [...]

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