
Customer Relationship Management Systems Handbook

Every idea in this book is focused on increasing your overall levels of productivity, performance, and output and on making you more valuable in whatever you do. You can apply many of these ideas to your personal life as well. Each of these twenty-one methods and techniques is complete in itself. All are necessary. One strategy might be effective in one situation and another might apply to another task. All together, these twenty-one ideas represent a smorgasbord of personal effectiveness techniques that you can use at any time, in any order or sequence that makes sense to you at the moment. The key to success is action. These principles work to bring about fast, predictable improvements in performance and results. The faster you learn and apply them, the faster you will move ahead in your career - guaranteed! There will be no limit to what you can accomplish when you learn how to Eat That Frog!

The Art of CRM

The information age has engendered boundless business possibilities in the digital space as organisations big and small race to connect with customers across the globe. Their No. 1 aim: to build trust and attract buy-in through creative and intelligent digital customer relationship management (CRM) initiatives. A good deal of literature has been written on digital CRM, however, arguably none has been penned through the lens of Asian perspectives. In Digital CRM, author Danny Condecido methodically unfolds what is needed to build long-term relationship via CRM with consumers in Asia and beyond. Considered by many as a leading Asian CRM expert, readers will be guided to the newest thinking, strategies, developments, and technologies in CRM. Comprehensively and authoritatively articulated, this easy-to-read book is geared not only towards corporate executives with mega-investments in CRM but also businessmen running successful local companies and bootstrapping start-ups. Digital CRM aims to inspire and direct readers to embark on the delightful path of creating long-lasting recipe of actionable strategies for marketing, sales, and service to ultimately win today’s digitally savvy customers.

Customer Relationship Management Strategies in the Digital Era

This book introduces a fuzzy classification approach, which combines relational databases with fuzzy logic for more effective and powerful customer relationship management (CRM). It shows the benefits of a fuzzy classification in contrast to the traditional sharp evaluation of customers for the acquisition, retention and recovery of customers in online shops. The book starts with a presentation of the basic concepts, fuzzy set theory and the combination of relational databases and fuzzy classification. In its second part, it focuses on the customer perspective, detailing the central concepts of CRM, its theoretical constructs and aspects of analytical, operational and collaborative CRM. It juxtaposes fuzzy and sharp customer classes and shows the implications for customer positioning, mass customization, personalization, customer assessment and controlling. Finally, the book presents the application and implementation of the concepts in online shops. A detailed case study presents the application and a separate chapter introduces the fuzzy Classification Query Language (FCQL) toolkit for implementing these concepts. In its appendix the book lists the fuzzy set operators and the query language’s grammar.

Customer Relationship Management

This book introduces students to CRM (customer relationship management), a strategic methodology that’s being embraced in increasing numbers by organizations looking to gain a competitive advantage. With in-depth coverage of business and consumer markets in various vertical markets, the impact of new technology and more, it helps readers understand how an enhanced customer relationship environment can differentiate an organization in a highly competitive marketplace. Featuring the latest developments in the discipline, a cohesive approach, and pedagogical materials (including chapter exercises that connect theory with action), it is the one-stop-source for a comprehensive CRM course.

Speaking Frankly about Customer Relationship Management

Bridging the chasm between theory and practice, this unique book puts the evolving discipline of CRM/Relationship Marketing in a holistic perspective. The book lucidly covers in detail topics like the concept and context of CRM, types of customers, customer value, and technology of CRM, managing customer relationships, consumer research, CRM strategy, CRM measurement and HR in CRM. The text is interspersed with a profusion of cases and examples from various businesses. Service verticals covered include banking, retail, telecom, airline, and electronic media. The book helps students/practitioners and general management to gain insights into valuable customer relationships.

Marketing Metrics

Today the hottest new area of marketing is Customer Relationship Management (CRM) -- the discipline of identifying, attracting, and retaining a company’s most
valuable customers. Drawing upon more than ten years of testing, tryout, and implementation in hundreds of companies, CRM expert Jay Curry, and his Internet expert son, Adam Curry, have written a clear, step-by-step guide to profiting from this exploding movement, with strategies that are aimed at the small and medium-sized business owners who need them most. Jay Curry explains how CRM can help managers boost profits by implementing a customer-focused strategy. Using easy-to-understand graphics, he introduces the customer pyramid – segmented as “Top,” “Big” “Medium,” and “Small” – to help the reader visualize, analyze, and improve customer profitability. Success comes to those who follow this three-step Customer Marketing Strategy: (1) get new customers into your pyramid; (2) move customers higher into your pyramid; (3) keep the customers in the pyramid. Combining practical how-to directives with vital CRM reference information, the book includes a case study, “InterTech,” that allows readers to see customer-focused strategy in action. The final third of this practical, easy-to-read book is devoted to the Internet. Here Adam Curry introduces the “Permission Pyramid” and the “e-Customer Marketing Pyramid” to explain the nature of “virtual customer relationships” and how to use them to create, keep, and upgrade customers. This section includes mini-cases and tips to help managers use the Internet to complement current marketing and sales activities and ends with guidelines to test out the new paradigms of e-commerce. Throughout The Customer Marketing Method, the emphasis is always on practical steps “to make it happen.” It is essential and timely reading for owners of small and medium-sized businesses as well as managers of small business units within larger firms.

Customer Relationship Management

In CRM, Jeffrey Peel defines Customer Relationship Management in a radical new way by putting communications at the center. In the past, CRM was mostly about the technology, not about the customer. In this book, Peel talks about a new ethos that is beginning to fundamentally change the way organizations do business. At a technology level, CRM is increasingly about conjoint best-of-breed applications delivered via portal technologies. At a business level, it is beginning to invade traditional territories occupied by brand management or customer support. Peel shows companies how to make the shift to the new paradigm.

Defines the nature of new CRM niche solutions - Provides entirely new types of functionality that mesh seamlessly - Describes solutions focused solely on the needs of the customer

Customer Relationship Management: Concepts & Application

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 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.

Profitable Customer Engagement

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. 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

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 making 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.

Managing the New Customer Relationship

Praise for MANAGING THE NEW CUSTOMER RELATIONSHIP “Gordon delivers an impressive synthesis of the newest methods for engaging customers in relationships that last. No one today can succeed without the mastery of customer relationship management strategy fundamentals. But to win in the new economy ahead, you must also understand and capitalize on therapeutically evolving social computing, mobility and customer analyticstecnologies described in this book. Checklists, self-assessmentsand graphical frameworks deliver pragmatic value for the practicing manager.” — William Band, Vice-President, Principal Analyst, Forrester Research Inc., Cambridge, MA

Digital CRM | Customer Relationship Management

Boost profits, margins, and customer loyalty with more effective CRM strategy Managing Customer Experience and Relationships, Third Edition positions the customer as central to long-term strategy, and provides essential guidance toward optimizing that relationship for the long haul. By gaining a deep understanding of this critical dynamic, you’ll become better able to build and manage the customer base that drives revenue and generates higher margins. A practical framework for implementing the IDIC model merges theoretical and practical elements of CRM and provides a ready blueprint for execution, and in-depth discussion of key content: communications, metrics, analytics, and more allows you to optimize the relationship on both sides of the table. This new third edition includes updated examples, case studies, and references, alongside insightful contributions from global industry leaders to give you a well-rounded, broadly-applicable knowledge base and a more effective CRM strategy. Ancillary materials include a sample syllabus, PowerPoint slides, chapter questions, and a test bank, facilitating use in any classroom or training session. The increased reliance on customer relationship management has revealed a strong need for knowledgeable practitioners who can deploy effective initiatives. This book provides a robust foundation in CRM principles and practices, to help any business achieve higher customer satisfaction. Understand the fundamental principles of the customer relationship Implement the IDIC model to improve CRM ROI Idenfify essential metrics for CRM evaluation and optimization Increase customer loyalty to drive profits and boost margins Sustainable success comes from the customer. If your company is to meet performance and profitability goals, effective customer relationship management is the biggest weapon in your arsenal—but it must be used appropriately. Managing Customer Experience and Relationships, Third Edition provides the information, practical framework, and expert insight you need to implement winning CRM strategy.
Customer Relationship Management

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

Customer Relationship Management

In today’s global economy, social media and technological advances have changed the way businesses interact with their clientele. With new forms of communication and IT practices, companies seek innovative practices for maintaining their consumer loyalty. Customer Relationship Management Strategies in the Digital Era blends the literature from the fields of marketing and information technology in an effort to examine the effect that technological advances have on the interaction between companies and their customers. Through chapters and case studies, this publication discusses the importance of achieving competitive advantage through implementing relationship marketing practices and becoming consumer-centric. This publication is an essential reference source for researchers, professionals, managers, and upper level students interested in understanding customer loyalty in a technology-focused society.

Customer Relationship Management

The concept of customer engagement has evolved as a powerful tool for building a profitable approach to customer management. Profitable Customer Engagement is an authoritative book that communicates the fundamentals of profitable customer engagement by proposing a customer engagement value (CEV) framework. It is a first-of-its-kind book that outlines the methods of engaging customers profitably in business-to-consumer as well as business-to-business settings. The book offers firms with definitions of the metrics within the CEV framework, and the ways to measure and maximize these metrics that can help in engaging customers profitably. The interrelationships between these metrics, i.e., how each metric impacts the other, are also explained in detail with real-life examples.

Advertising and Branding: Concepts, Methodologies, Tools, and Applications

Customer relationship management is a branch of business management that focuses on organization’s relationship and interaction with their customers and client base. It has developed as a management strategy in the recent era. This book discusses the fundamental as well as modern approaches to different models of customer relationship management systems. The topics included in the book are the various types of customer relationship management systems, integrating marketing, sales, and customer service aspects, etc. From theories to research to practical applications, case studies related to all contemporary topics of relevance to this field have been included in this book. It is a vital tool for all researching and studying this field.”

Business Chemistry

Papers presented at an international conference.

Strategic Customer Management

CRM first entered the business vocabulary in the early 90’s; initially as a systems driven technical solution. It has since escalated in importance as system providers increased their market penetration of the business market and, in parallel, CRM’s strategic importance gained more traction as it was recognized that CRM was, at its heart, a business model in the pursuit of sustainable profit. This was accentuated by the academic community stepping up their interest in the subject in the early 2000’s. Today, it is a universal business topic which has been re-engineered by the online shopping revolution in which the customer is firmly placed at the center of the business. The current reality, however, is that, for the vast majority of businesses, CRM has not been adopted as a business philosophy and practicing business model. It has not been fully understood and therefore fully embraced and properly implemented. The author addresses this head-on by stripping CRM down into its component parts by delving into and explaining the role and relevance of the C, R, and M in CRM. This is a practical guide but set within a strategic framework. The outcome is clear actionable insights and how to convert them into delivery. It is written in an easily digestible, non-jargon style, with case studies to demonstrate how CRM works. This book can be immediately used as the primary practical reference to guide the development and implementation of a CRM strategy.

Strategic Uses of Social Media for Improved Customer Retention

This CRM masterclass gives you a proven approach to modern customer relationship management. Key Features Proven techniques to architect CRM systems that perform well, that are built on time and on budget, and that deliver value for many years. Combines technical knowledge and business experience to provide a powerful guide to CRM implementation. Covers modern CRM opportunities and challenges including machine learning, cloud hosting, and GDPR compliance. Book Description CRM systems have delivered huge value to organizations. This book shares proven and cutting-edge techniques to increase the power of CRM even further. In The Art of CRM, Max Fatouretchi shares his decades of experience building successful CRM systems that make a real difference to business performance. Through clear, process-orientated, actionable advice, and informative case studies, The Art of CRM teaches you to design successful CRM systems for your clients. Fatouretchi, founder of AcademyCRM Institute, draws on his experience over 20 years and 200 CRM implementations worldwide. Bringing CRM bang up to date, The Art of CRM shows how to add AI and machine learning, ensure compliance with GDPR, and choose between on-premise, cloud, and hybrid hosting solutions. If you’re looking for an expert guide to real-world CRM implementations, this book is for you. What you will learn Deliver CRM systems that are on-time, on-budget, and bring lasting value to organizations Build CRM that excels at operations, analytics, and collaboration Gather requirements effectively: identify key pain points, objectives, and functional requirements Develop customer insight through 360-degree client view and client profiling Turn customer requirements into a CRM design spec. Architect your CRM platform. Bring machine learning and artificial intelligence into your CRM system. Ensure compliance with GDPR and other critical regulations. Choose between on-premise, cloud, and hybrid hosting solutions. Who is this book for? CRM practitioners who want to update their work with new, proven techniques and approaches.

The Customer Marketing Method

Is Customer Relationship Management (CRM) an obsolete concept? As technology and cultural changes continue to influence our customer strategies, the terms and methods we use to define them are also changing. Is CRM still relevant as we address the need for customer engagement innovation and the customer experience? What role does customer relationship management play? How does it support the initiatives that drive customers to buy, return, and recommend your products and services to others? And how do you ensure that everyone in your company is working together towards the goal of building customer relationships through meaningful interactions that make the customer feel rewarded for doing business with you? Speaking Frankly About Customer Relationship Management (CRM) is an authoritative book that communicates the fundamentals of profitable customer engagement by proposing a customer engagement value (CEV) framework. It is a first-of-its-kind book that outlines the methods of engaging customers profitably in business-to-consumer as well as business-to-business settings. The book offers firms with definitions of the metrics within the CEV framework, and the ways to measure and maximize these metrics that can help in engaging customers profitably. The interrelationships between these metrics, i.e., how each metric impacts the other, are also explained in detail with real-life examples.
Successful Customer Relationship Management Programs and Technologies: Issues and Trends

Now updated with new techniques and even more practical insights, this is the definitive guide to today’s most valuable marketing metrics. Four leading marketing researchers help you choose the right metrics for every challenge, and use models and dashboards to translate numbers into real management insight. Marketing Metrics: The Manager’s Guide to Measuring Marketing Performance, Third Edition now contains: Important new coverage of intangible assets A rigorous and practical discussion of quantifying the value of information More detail on measuring brand equity A complete separate chapter on web, SEM, mobile, and “digital” metrics Practical linkages to Excel, showing how to use functions and Excel Solver to analyze marketing metrics An up-to-date survey of free metrics available from Google and elsewhere Expanded coverage of methodologies for quantifying marketing ROI The authors show how to use marketing dashboards to view market dynamics from multiple perspectives, maximize accuracy, and “translate” to optimal solutions. You’ll discover high-value metrics for virtually every facet of marketing: promotional strategy, advertising, and distribution; customer perceptions; market share; competitors’ power; margins and pricing; products and portfolios; customer profitability; sales forces, channels, and more. For every metric, the authors present real-world pros, cons, and tradeoffs — and help you understand what the numbers really mean. Last but not least, they show you how to build comprehensive models to support planning — and optimize every marketing decision you make. Marketing Metrics, Third Edition will be invaluable to all marketing executives, practitioners, analysts, consultants, and advanced students interested in quantifying marketing performance.

Eat That Frog!

All of us enjoy individually specific service or a product that is delivered for us only. Customer relationship management (CRM) is the area of expertise that helps companies to work with customers based on their specific needs or requirements. To reach success, CRM systems implement the most powerful math and IT tools such as statistical analysis, artificial neural nets, and graph systems. This book deals with the practical implementation and meta-analysis of CRM experience in various locations and business areas. The authors have produced a great book and provided meta-analysis of the latest CRM systems and a roadmap of their development. In the chapters, our readers will find descriptive analysis of CRM models, applied tools, and methods.

Fuzzy Classification of Online Customers

Effective marketing techniques are a driving force behind the success or failure of a particular product or service. When utilized correctly, such methods increase competitive advantage and customer engagement. Advertising and Branding: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on emerging technologies, techniques, strategies, and theories for the development of advertising and branding campaigns in the modern marketplace. Featuring extensive coverage across a range of topics, such as customer retention, brand identity, and global advertising, this innovative publication is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

Customer Relationship Management

This thoroughly revised and enlarged edition brings to light the latest developments taking place in the area of Customer Relationship Management (CRM), and focuses on current CRM practices of various service industries. This edition is organised into five parts containing 19 chapters. Part I focuses on making the readers aware of the conceptual and literary developments, and also on the strategic implementation of the concepts. Part II discusses the research aspects of CRM. Part III deals with the applications of information technologies in CRM. Part IV provides the various newer and emerging concepts in CRM. Finally, Part V analyses the CRM applications in various sectors, industries and companies. Primarily intended as a textbook for the students of Management, the book would prove to be an invaluable asset for professionals in service industries. New to This Edition Includes five new chapters, namely Research Techniques and Methods in Customer Relationship Management; Customer Satisfaction; Customer Loyalty; Service Quality; and Service Recovery Management, along with several additions of new text and revisions of the existing text. Provides latest advancements in CRM to keep the students abreast of these developments. Gives as many as 16 Case Studies with critical analysis of different industries to help the readers understand the subject. Covers a number of illustrations to elucidate the concepts discussed. Gives Project Assignment in each chapter.

CRM

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. Burnley and Makiian, clearly and without jargon, explain how CRM can be used throughout the customer life cycle to improve 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 management, 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.

Customer Relationship 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.

Customer Relationship Management and IT

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=075065592X 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.
Managing Customer Experience and Relationships

Maximize customer satisfaction and maximize your bottom line Over the last decade, too many organizations have assumed that their products or services were so superior that customers would automatically keep coming back for more. But in order to compete effectively in today's marketplace, organizations must change their strategy to become more customer focused, not product focused. Customer Relationship Management (CRM) is the best way to integrate this customer-facing approach throughout an organization. Aimed at understanding and anticipating the needs of an organization's current and potential customers, this innovative book shows how CRM links people, process, and technology to optimize an enterprise's revenue and profits by first providing maximum customer satisfaction. * Covers developing a market-oriented strategy, innovation in products and services, sales and channels transformation, customer relationship marketing, and customer care

Customer Relationship Management

"This book provides an overview of the field of the Semantic Web, social Web and CRM by uniting various research studies from different subfields, exploring the opportunities and challenges confronting organizations using Web 2.0 and 3.0."--Provided by publisher.

Customer Relationship Management

A guide to putting cognitive diversity to work Ever wonder what it is that makes two people click or clash? Or why some groups excel while others fumble? Or how you, as a leader, can make or break team potential? Business Chemistry holds the answers. Based on extensive research and analytics, plus years of proven success in the field, the Business Chemistry framework provides a simple yet powerful way to identify meaningful differences between people’s working styles. Who seeks possibilities and who seeks stability? Who values collaboration and who values connection? Business Chemistry will help you grasp where others are coming from, appreciate the value they bring, and determine what they need in order to excel. It offers practical ways to be more effective as an individual and as a leader. Imagine you had a more in-depth understanding of yourself and why you thrive in some work environments and flounder in others. Suppose you had a clearer view on what to do about it so that you could always perform at your best. Imagine you had more insight into what makes people tick and what ticks them off, how some interactions unlock potential while others shut people down. Suppose you could gain people’s trust, influence them, motivate them, and get the very most out of your work relationships. Imagine you know how to create a work environment where all types of people excel, even if they have conflicting perspectives, preferences and needs. Suppose you could activate the potential benefits of diversity on your teams and in your organizations, improving collaboration to achieve the group’s collective potential. Business Chemistry offers all of this—you don’t have to leave it up to chance, and you shouldn’t. Let this book guide you in creating great chemistry!

Customer Relationship Management and the Social and Semantic Web

Driven by rapidly changing business environments and increasingly demanding consumers, many organizations are searching for new ways to achieve and retain a competitive advantage via customer intimacy and CRM. This book presents a new strategic framework that has been tested successfully with various global companies. New management concepts such as Collaborative Forecasting and Replenishment, CRM, Category Management, and Mass Customization are integrated into one holistic approach. Experts from companies like McKinsey and Procter&Gamble, as well as authors from renowned academic institutions, offer valuable insights on how to redesign organizations for the future.

Statistical Methods in Customer Relationship Management

Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers. By developing positive relationships with consumers, businesses can better maintain their customers’ loyalty. Diverse Methods in Customer Relationship Marketing and Management is a critical scholarly resource that examines how marketing has shifted to a relationship-oriented model. Due to this, there is an increased need for customer relationship marketing and management to emerge as an invariable approach to strengthening companies and the customer experience. Featuring coverage on a wide range of topics such as relational marketing technology acceptance model, and consumer buying behavior, this book is a vital resource for marketing professionals, managers, retailers, advertising executives, academicians, and researchers seeking current research on the challenges and opportunities in customer relationship marketing and management.

Customer Relationship Management

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.

Customer Relationship Management

Social networking venues have increased significantly in popularity in recent years. When utilized properly, these networks can offer many advantages within business contexts. Strategic Uses of Social Media for Improved Customer Retention is a pivotal reference source for the latest scholarly research on the implementation of online social networks in modern businesses and examines how such networks allow for a better understanding of clients and customers. Highlighting theoretical concepts, empirical case studies, and critical analyses, this book is ideally designed for researchers, practitioners, professionals, and upper-level students interested in improving and maintaining customer relationships.

CUSTOMER RELATIONSHIP MANAGEMENT

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.

Collaborative Customer Relationship Management

Relationship marketing and customer relationship management (CRM) can be jointly utilised to provide a clear roadmap to excellence in customer management: this is the first textbook to demonstrate how it can be done. Written by two acclaimed experts in the field, it shows how an holistic approach to managing relationships with customers and other key stakeholders leads to increased shareholder value. Taking a practical, step-by-step approach, the authors explain the principles of relationship marketing, apply them to the development of a CRM strategy and discuss key implementation issues. Its up-to-date coverage includes the latest developments in digital marketing and the use of social media. Tons of examples and case studies from around the world connect theory with global practice,
making this an ideal text for both students and practitioners keen to keep abreast of changes in this fast-moving field.

**Customer Relationship Management**

With the aim of developing a successful CRM program this book begins with defining CRM and describing the elements of total customer experience, focusing on the front-end organizations that directly touch the customer. The book further discusses dynamics in CRM in services, business market, human resource and rural market. It also discusses the technology aspects of CRM like data mining, technological tools and most importantly social CRM. The book can serve as a guide for deploying CRM in an organization stating the critical success factors.

**Key Features**
- Basic concepts of CRM and environmental changes that lead to CRM adoption
- Technological advancements that have served as catalyst for managing relationships
- Customer strategy as a necessary and important element for managing every successful organization
- CRM is not about developing a friendly relationship with the customers but involves developing strategies for retention, and using them for achieving very high levels of customer satisfaction
- The concept of customer loyalty management as an important business strategy
- The role of CRM in business market
- The importance of people factor for the organization from the customer's perspective
- Central role of customer related databases to successfully deliver CRM objectives
- Data, people, infrastructure, and budget are the four main areas that support the desired CRM strategy

Customer Relationship Management

Understand customer relationship management in no time! Find out everything you need to know about this powerful tool with this practical and accessible guide. Customer relationship management is a valuable tool in an increasingly competitive business world. It allows companies to find out who their customers are and what they want, which enables them to tailor their communication and offers to their clients. No matter what your sector of activity, an effective CRM strategy will boost customer satisfaction, increase performance and give you a valuable edge over the competition. In 50 minutes you will be able to:
- Understand the wide range of tools and techniques used in customer relationship management
- Tailor your communications to your customers’ needs and expectations
- Evaluate the success of your CRM strategy based on a number of key performance indicators

ABOUT 50MINUTES.COM | MANAGEMENT AND MARKETING

The Management and Marketing series from the 50Minutes collection provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications will give you elements of theory, definitions of key terms and case studies in a clear and easily digestible format, making them the ideal starting point for readers looking to develop their skills and expertise.

Diverse Methods in Customer Relationship Marketing and Management