



Customer relationship management : the ultimate guide to the efficient use of CRM /

Vieweg,
©2001

Electronic books

Monografía

This HOTT Guide defines CRM from different points of view: sales, marketing, customer support and technology. By presenting white papers on the technology, business cases, reports sharing the major trends occurring in the CRM marketplace, interviews with experts in the CRM-field, and a special chapter dedicated to the implementation of CRM in callcenters, the reader will have the most complete file on CRM possible at his disposition

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMjlxMDkzNzg>

Título: Customer relationship management the ultimate guide to the efficient use of CRM edited by SCN Education B.V.

Edición: 1st ed

Editorial: Braunschweig/Wiesbaden Vieweg ©2001

Descripción física: 1 online resource (406 pages) illustrations

Mención de serie: HOTT guide

Contenido: Does CRM really pay? A general management perspective Simon Caufield. -- CRM Definitions -- Defining relationship marketing and management Professor Robert Shaw. -- Customer Relationship Management -- An opportunity for competitive advantage? Timothy McMahon. -- Build relationships with customers that competitors find difficult to break Bryan Black. -- Implementing the Customer Relationship Management Foundation -- Analytical CRM -- e-Everything -- Technology-Enabled Customer Relationship Management -- The importance of marketing data intelligence in delivering successful CRM Emma Chablo. -- Making every customer relationship count -- Exploring the business drivers and technology enablers of customer relationship management Bill Schmarzo. -- Smart CRM Solutions: The key to competing in the Net Economy -- How to integrate CRM in your business -- The CRM Lifecycle, Without CRM Analytics, your customers won't even know you're there -- Closing the Loop to Optimize Customer Relationships Henry Morris. -- Unified Customer Interaction -- Implementing a CRM-based Campaign Management Strategy -- Modeling customer relationships -- A flexible,

integrated architecture enables customer-centric marketing David Puckey. -- Customer Relationship Management: Choosing the appropriate strategy and Data Warehousing technology to win and retain customers -- High-Availability Networks Enable Business-to-Consumer E-Business -- Extended Enterprise Applications. Spotlight Report -- CRM in practice -- Customer-Brand Value

Restricciones de acceso: Use copy. Restrictions unspecified star. MiAaHDL

Detalles del sistema: Master and use copy. Digital master created according to Benchmark for Faithful Digital Reproductions of Monographs and Serials, Version 1. Digital Library Federation, December 2002. <http://purl.oclc.org/DLF/benchrepro0212> MiAaHDL

Nota de acción: digitized 2011 HathiTrust Digital Library committed to preserve pda MiAaHDL

Copyright/Depósito Legal: 934978241 968444147 1001493582

ISBN: 9783322849618 electronic bk.) 3322849619 electronic bk.) 9783322849632 print) 3322849635 print) 3528057521 9783528057527

Materia: Customer relations- Management Customer relations- Management Betriebliches Informationssystem Kundenmanagement

Entidades: SCN Education B.V.

Enlace a formato físico adicional: Print version Customer relationship management. 1st ed. Braunschweig /Wiesbaden : Vieweg, ©2001 (OCoLC)47261092

Punto acceso adicional serie-Título: HOTT guide

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es