



CUSTOMER Relationship MANAGEMENT



Customer Relationship Management

Francis Buttle



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Customer Relationship Management Simon Knox, Adrian Payne, Lynette Ryals, Stan Maklan, Joe Peppard, 2007-06-01 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 Customer Relationship Management Francis Buttle, 2004-02-18 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 **Customer Relationship Management** Gerhard Raab, Riad A. Ajami, G. Jason Goddard, 2016-05-13 Customer Relationship Management is the first book to explore the benefits to the firm of a globally integrated approach to the management philosophy of Customer Relationship Management CRM The best hope for achieving a sustainable competitive advantage in a global marketplace is by means of better understanding which customers are in the best position to experience long term profitable relationships for the globally oriented firm This book offers both an academic and a practical viewpoint of the importance of CRM in a global framework It integrates the

topics of knowledge management total quality management and relationship marketing with the goal of explaining the benefits of CRM for internationally active firms The authors have included six case studies which allow the reader to undertake the role of CRM consultant in a learning by doing approach The book should be required reading for all business executives who desire a customer oriented approach to success and for all students of business who desire to gain insight into a relationship management approach which will become ever more important in the years ahead **Customer Relationship Management** Daniel D. Prior, Francis Buttle, Stan Maklan, 2024-01-23 This highly regarded textbook provides the definitive account of Customer Relationship Management CRM concepts applications and technologies focusing on how companies can create and maintain mutually beneficial relationships with customers Readers will gain a thorough understanding of the conceptual foundations of CRM see CRM in practice through illustrative case examples and exercises and understand how to organise customer data gathering analysis and presentation for decision making The book achieves these outcomes by first considering strategic CRM before moving into operational CRM and finally onto analytical aspects of CRM The fifth edition has been fully updated to include A series of new case examples to illustrate CRM within various regional and industrial contexts including those relevant to large medium and small enterprises A series of new exercises and discussion questions to help readers understand CRM concepts and to support pedagogical processes particularly in higher education environments A greater emphasis on managerial applications of CRM through new content to help guide managers An updated account of new and emerging technologies relevant to CRM Expanded coverage of customer experience CX customer engagement CE and customer journey management CJM Customer Relationship Management is essential reading for advanced undergraduate and postgraduate students studying CRM Sales Management Customer Experience Management and Relationship Marketing as well as executives who oversee CRM functions Online resources include an Instructor s Manual chapter by chapter PowerPoint slides and a bank of exam questions **Customer Relationship Management** Francis Buttle, 2009 This title presents an holistic view of CRM arguing that its essence concerns basic business strategy developing and maintaining long term mutually beneficial relationships with strategically significant customers rather than the operational tools which achieve these aims **Customer Relationship Management: A Step** H. Peeru Mohamed, 2003-01-01 This book succinctly explains the cardinal principles of effective customer relationship management CRM acquiring retaining and expanding customer base The concepts process techniques significance and architectural aspects of CRM are dealt in comprehensive manner The book would serve as a useful source of reference for designing developing and implementing CRM in any organization **Customer Relationship Management** Lakshman Jha, 2008 A managers whether brand new to their positions or well established in the corporate hierarchy can use a little brushing up now and then As customer loyalty increasingly becomes a thing of the past customer relationship management CRM has become one today s hottest topics Customer relationships management A strategic approach 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 This book acquaints student focuses on the strategic side of customer relationship management The text provides students with and understanding of customer relationship management and its applications in the business fields of marketing and sales

Customer Relationship Management Graham Roberts-Phelps,2001 Every customer is an individual with a choice The role of Customer Relationship Management CRM is to ensure that each first time buyer becomes an ongoing client and every client a self perpetuating advocate of your business This book explains the elements of CRM and how to establish an integrated customer relationship oriented approach in your organisation How in a word to become a business where every customer s need is not just provided for but anticipated

Customer Relationship Management V. Kumar,Werner Reinartz,2012-04-30 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 Judith W. Kincaid,2003 An ETHS graduate of 1962 provides a blueprint for customer relationship management in business and technical organizations

Customer Relationship Management Michael Pearce,2021-03-08 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

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Customer Relationship Management Jon Anton, Natalie L. Petouhoff, 2002 This work recommends initiatives for improving customer service and managing change describing methodologies geared toward building relationships through customer perceived value instruments monitoring customer relationship indices and changing the corporate culture and the way people work Anton is director of benchmark research at Purdue University's Center for Customer Driven Quality Petouhoff works in the private sector Annotation copyrighted by Book News Inc Portland OR

The Art of CRM Max Fatouretchi, 2019-05-22 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 processes actionable advice and informative case studies The Art of CRM teaches you to design successful CRM systems for your clients Fatouretchi founder of Academy4CRM 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 this book is for CRM practitioners who want to update their work with new proven techniques and approaches

Strategic Customer Management Adrian Payne, Pennie Frow, 2013-03-28 The first textbook to integrate relationship marketing and CRM Case studies from around the world connect theory with global practice

CUSTOMER RELATIONSHIP MANAGEMENT S. SHANMUGASUNDARAM, 2008-04-15 Customer Relationship Management CRM is a modern approach to marketing It focuses on the individual consumer Customer is the king therefore the products and

services have to be offered in such a way that they suit the needs and preferences of the customer This comprehensive and easy to read text deals with the formulation of methodologies and tools that help business organizations to manage critical customer relationships by supporting all customer centric processes within an enterprise including marketing sales and customer support In addition the book emphasizes managing opportunity for optimum productivity coordinating the specialized activities of multi functional teams developing and retaining corporate knowledge and completing complex multi step processes in a timely and efficient manner This text is intended for the students of masters in business administration MBA and those pursuing postgraduate diploma in marketing management PGDMM Besides the book should prove to be a useful reference for marketing professionals KEY FEATURES Covers various dimensions of CRM with several case studies Includes the modern concept e CRM Incorporates deep study of research oriented topics *Customer Relationship Management* Kristin L. Anderson, Carol J. Kerr, 2001-09-22 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 EC-Council, 2003 The relationship between suppliers technology and customers is explained in this guide to customer relationship management Advice is provided on how to acquire and retain customers by leveraging the latest advanced technologies and how to maintain a customer service support center in an e business environment Customer lifecycle management and lifetime value customer strategy and building a business case for customer relationship management are discussed This book will prepare managers for the EC Council CRM exam 212 16

Managing Customer Relationships Don Peppers, Martha Rogers, 2010-12-30 MANAGING CUSTOMER RELATIONSHIPS A Strategic Framework Praise for the first edition Peppers and Rogers do a beautiful job of integrating actionable frameworks the thinking of other leaders in the field and best practices from leading edge companies Dr Hugh J Watson C Herman and Mary Virginia Terry Chair of Business Administration Terry College of Business University of Georgia Peppers and Rogers have been the vanguard for the developing field of customer relationship management and in this book they bring their wealth of experience and knowledge into academic focus This text successfully centers the development of the field and its theories and methodologies squarely within the broader context of enterprise competitive theory It is a must have for educators of customer relationship management and anyone who considers customer centric marketing the cornerstone of sound corporate strategy Dr Charlotte Mason Department Head Director and Professor Department of

Marketing and Distribution Terry College of Business University of Georgia Don and Martha have done it again The useful concepts and rich case studies revealed in Managing Customer Relationships remove any excuse for those of us responsible for actually delivering one to one customer results This is the ultimate inside scoop Roy Barnes Formerly with Marriott now President Blue Space Consulting This is going to become the how to book on developing a customer driven enterprise The marketplace is so much in need of this road map Mike Henry Leader for Consumer Insights at Acxiom Praise for the second edition Every company has customers and that s why every company needs a reference guide like this Peppers and Rogers are uniquely qualified to provide us with the top textbook on the subject and the essential tool for the field they helped to create David Reibstein William Stewart Woodside Professor of Marketing The Wharton School University of Pennsylvania

PERFORMANCE DRIVEN CRM: HOW TO MAKE YOUR CUSTOMER RELATIONSHIP MANAGEMENT VISION A REALITY Stanley Brown & Moosha Gulycz, 2006 Market_Desc Senior Managers and Upper and Mid Level Managers in marketing relationship marketing and customer care Special Features Case studies and best practice examples from PwC s global CRM practice including FedEx NEC and Sears Includes questionnaires assessment tools exercises and action plans Measurement tools are applicable to the firm s internal culture as well as external customer care Features e business applications using Web tools in research and assessment what to measure in an Internet environment Brown is a partner in PwC s Global Customer Relationship Management Practice an international authority on the subject of customer care and the author of several books About The Book This book picks up where Customer Relationship Management left off That book laid the foundation the vision of CRM what it is and what it can do for your organization whereas this book shows clearly and quantifiably how to get there and how to ensure that you stay there Many organizations have embraced CRM as the way of the future and have invested millions of dollars in CRM technology and processes But how effective is that investment What should you measure to determine the value your CRM initiatives are delivering to the organization Performance Driven CRM shows you how to apply a balanced scorecard approach to your customer care initiatives It gives you the tools and techniques to measure and monitor not for control purposes but to help you make your vision of CRM a reality

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