

Customer Relationship Management and Business Driven Technology

Chimezie Irobiko



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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 William G. Zikmund, Raymond McLeod, Jr., Faye W. Gilbert, 2002-12-16 Customer relationship management CRM is one of the hot topics in marketing and information systems today. Customer relationship management is a business strategy that provides the enterprise with a complete, dependable, and integrated view of its customer base. A CRM system brings together lots of pieces of information about customers, sales, market trends, marketing effectiveness, and responsiveness. CRM helps companies improve the profitability of their interactions with customers while, at the same time, making those interactions appear friendlier through individualization. CRM's purpose is to enhance customer satisfaction and retention by alignment of customer business processes with technology integration. As the Internet and digital technology change the ways business is conducted, the academic disciplines of information technology and marketing are merging. As a result, experiments with new and modified courses are being taught at many innovative universities at the forefront of this change. **Customer Relationship Management** V. Kumar, Werner J. Reinartz, 2006 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.

Customer Relationship Management Lakshman Jha, 2008 A manager, whether brand new to their position 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 of 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

CRM Jeffrey Peel,2002-05-31 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 conjoined 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

Electronic Customer Relationship Management Jerry Fjermestad,Nicholas C Robertson Jr,2015-05-15 This work offers a state of the art survey of information systems research on electronic customer relationship management eCRM It provides important new frameworks derived from current cases and applications in this emerging field Each chapter takes a collaborative approach to eCRM that goes beyond the analytical and operational perspectives most often taken by researchers in the field Chapters also stress integration with other enterprise information systems The book is organized in four parts Part I presents an overview of the role of CRM and eCRM in marketing and supply chain management Part II focuses on the organizational success factors behind eCRM implementation Part III presents cases of eCRM performance enhancement and Part IV addresses eCRM issues in business to consumer commerce

"A Text Book on Customer Relationship Management (CRM)- A Journey from Suspect to Advocate" Prof. (Dr.) Moloy Ghoshal,2025-06-18 This text book on Customer Relationship Management CRM A Journey from Suspect to Advocate has been designed according to the latest syllabus prescribed by different Universities of Delhi Bhubaneswar Kolkata and Chennai for MBA BBA B Com H and BCA students The contents in this book have been incorporated in such a manner to provide maximum flexibility to both teachers and students on this subject The learning materials have been in scripted based on more than 25 years of teaching experience of the Author The Author has ensured to cover all topics with latest examples where applicable Students deserved the best in keeping with this spirit care has been taken to provide best material to enlighten them on this subject Some of the Special Features of this Book are Written in lucid and simple language Extensive coverage of the syllabus as demanded Presentation of text is clear and precise Review questions are given at the end of each chapter along with some previous years questions of different Universities Few case studies have been discussed at the end of the book

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

The 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

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 Francis Buttle, Stan Maklan, 2015-02-11 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

Customer Relationship Management Lieutenant. Dr. J. Ashok Kumar, Dr. Kota Sreenivasa Murthy, 2021-11-01 This book is designed for a one semester BBA course although under no circumstance is it imagined that the entire book be covered For undergraduate students just learning about Consumer Relationship Management or graduate students advancing their CRM this book is delivered not only a teachable textbook but a valued reference for the future Purposes You ll also find Unit Description Learning Objectives Outcomes cases Multiple Choice Questions and some reference book materials for each unit under four Modules along with the content of this book With all this chapter summaries key terms questions and exercises this book will truly appeal to upper level students of customer relationship management Because of customer relationship management is a core business strategy this book demonstrates how it has influence across the entire business in areas such as Consumer Life style CRM strategy and its implementation CRM process Effective Management of CRM Influence of Technology in CRM operational CRM Operational analytics in CRM E CRM IT implications in CRM and its Corporate applications Book Chapter structure This book comprises of four modules each with three units Thus you can find a total of 12 units in analogous with CRM key concepts Case Section In this book each unit is assigned with a case section to make the book more user friendly yet give faculty members tremendous flexibility in choosing case materials for use in class discussions or testing Thus this book will be crisp practical and stimulating with practical

examples and provides a step by step pragmatic approach to the application of CRM in business The coverage of CRM technology is an enhancing feature of this book Well grounded academically this book is equally beneficial for management students Overall it sets out a comprehensive reference guide to business success

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 Srivastava Mallika, 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 Roger J. Baran, Robert J. Galka, 2016-12-08 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

E-Book Business Driven Technology BALTZAN, 2017-01-16 E Book Business Driven Technology Customer Relationship Management Andreas Muther, 2012-12-06 New information technologies above all tools in the area of the Internet enable new forms of collaboration between supplier and customer With ever increasing competition represented by concepts like globalization deregulation buyers market companies can secure competitive advantages through targeted use of information technology in the supplier customer relationship To realize existing and future potential current information technology developments must be addressed This book is about Customer Relationship Management CRM The first version of the book was written for the German market however since the term CRM was not yet established in Europe I called my book Electronic Customer Care Electronic Customer Care has since generated an entirely new market that has become known under the term Customer Relationship Management Suppliers such as Siebel Epiphony Clarify and many others strive for market share in this strongly growing segment This book structures the topic Customer Relationship Management and provides project leaders and consultants with a practical aid in a realistic approach to Customer Relationship Management projects Thus it helps to differentiate between hype and reality and to apply CRM on a realistic level I would like to thank Dieter Rapp for his support in translating my German best seller to English I'd also like to extend my appreciation to my partner Michelle de Rozario who was instrumental in proof reading this book and who was a great support during the difficult time of editing Handbook of Research on Technology Applications for Effective Customer Engagement Mohd Suki, Norazah, 2020-09-04 In the challenging digital economy bridging the gap between the external stakeholder and business entities through effective applications of technology carries more importance than ever before By

building a strong online presence and maintaining a long lasting relationship with valuable customers through high quality customer experience companies continue to thrive during this digital age The Handbook of Research on Technology Applications for Effective Customer Engagement is a pivotal reference source that provides vital research on the utilization of the best research practices for consumer satisfaction and loyalty While highlighting topics such as target marketing consumer behavior and brand equity this publication explores the applications of modern technology in marketing as well as recent business activities of international companies This book is ideally designed for business professionals practitioners marketers advertisers brand managers retailers managers academics researchers and graduate level students

Customer Relationship Management Gerhard Raab, 2008 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 Judith W. Kincaid, 2003 An ETHS graduate of 1962 provides a blueprint for customer relationship management in business and technical organizations

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