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Customer Relationship Management Textbook

**Gerhard Raab, Riad A. Ajami, G. Jason
Goddard**



Customer Relationship Management Textbook:

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 V. Kumar, Werner Reinartz, 2018-05-15 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

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

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 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 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 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 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 *The Definitive Guide to Customer Relationship Management (Collection)* V. Kumar,Richard Hammond,Herb Sorensen,Michael R. Solomon,2012-09-05 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

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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* William G.

Zikmund,Raymond McLeod,Faye W. Gilbert,2003 To develop an integrated view of the customer base successful executives must understand both marketing concepts and information system architecture This groundbreaking book explores the emerging field of customer relationship management CRM from the crossroads of marketing strategy and information technology Business students and executives will appreciate both the treatment of relevant marketing and information systems concepts and the coverage of practical techniques for the creation of a successful CRM system back cover

Customer Relationship Management V. Kumar,Werner J. Reinartz,2006 Customer relationship management CRM offers the potential of maximised profits for todays 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 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 Marketing Merlin Stone, Neil Woodcock, Liz Machtynger, 2000 Relationship marketing is considered by most major corporations to be one of the keys to unlocking the full power of e commerce in the 21st century In order that customers and consumers can be targeted effectively a lasting relationship with each and every one is required For this to be effectively achieved there is a need for long term strategy and technological investment But where do businesses start This practical guide is designed to set any organization on the path to planning CRM strategy and offers advice to ensure long term success This second edition is revised to take account of research since the first edition and contains examples

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 are 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 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

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 *Customer Relationship Management* Ed Peelen, 2005 Table of Contents 1 Introduction 1 Pt I Strategy and organisation of CRM 19 2 Customer supplier relationships 21 3 CRM as an integral business strategy 47 4 The relationship oriented organisation 65 Pt II CRM marketing aspects 89 5 Customer knowledge 91 6 Communication and multichannels 117 7 The individualised customer proposition 141 8 The relationship policy 165 Pt III Analytical CRM 183 9 Relationship data management 185 10 Data analyses and datamining 207 11 Segmentation and selections 221 12 Retention and cross sell analyses 237 13 The effects of marketing activities 257 14 Reporting results 273 Pt IV Operational CRM 289 15 Call centre management 291 16 Internet and the Website 315 17 Direct mail 343 Pt V CRM systems and their implementation 361 18 CRM systems 363 19 Implementation of CRM systems 391 20 The future 413

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