

# **C**ustomer **R**elationship **M**anagement **S**ystems

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**ROI and Results Measurement**

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**Glen S. Petersen**

Author of

*High-Impact Sales Force Automation*

# Customer Relationship Management Systems Roi And Results Measurement

**Ronald S. Swift**



## **Customer Relationship Management Systems Roi And Results Measurement:**

*Customer Relationship Management Systems* Glen S. Petersen, 1998      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      *Cases in Call Center Management* Richard Feinberg, Ko de Ruyter, Lynne Bennington, 2005 Written by authorities on the call center industry this book brings to light the strategic importance of call centers in today s business world As interactions with customers move away from person to person the call center is becoming a vital force for corporate marketing and communication      Web Metrics Jim Sterne, 2003-05-12 There now exists a wealth of tools and techniques that can determine if and how a Web site is providing business value to its owners This book is a survey of those metrics and is as important to IT executives as it is to marketing professionals Jim Sterne is recognized worldwide as a leading Internet business expert and is the author of several Wiley books including WWW Marketing Third Edition 0 471 41621 5 Explains the criteria for building a successful site surveying the tools services techniques and standards for Web measurement and fully integrating those metrics with the customer experience Companion Web site contains links to online tools resources and white papers      **Accelerating Customer Relationships** Ronald S. Swift, 2001 Preface Corporations that achieve high customer retention and high customer profitability aim for The right product or service to the right customer at the right price at the right time through the right channel to satisfy the customer s need or desire Information Technology in the form of sophisticated databases fed by electronic commerce point of sale devices ATMs and other customer touch points is changing the roles of marketing and managing customers Information and knowledge bases abound and are being leveraged to drive new profitability and manage changing relationships with customers The creation of knowledge bases sometimes called data warehouses or Info Structures provides profitable opportunities for business managers to define and analyze their customers behavior to develop and better manage short and long term relationships Relationship Technology will become the new norm for the use of information and customer

knowledge bases to forge more meaningful relationships This will be accomplished through advanced technology processes centered on the customers and channels as well as methodologies and software combined to affect the behaviors of organizations internally and their customers channels externally We are quickly moving from Information Technology to Relationship Technology The positive effect will be astounding and highly profitable for those that also foster CRM At the turn of the century merchants and bankers knew their customers they lived in the same neighborhoods and understood the individual shopping and banking needs of each of their customers They practiced the purest form of Customer Relationship Management CRM With mass merchandising and franchising customer relationships became distant As the new millennium begins companies are beginning to leverage IT to return to the CRM principles of the neighborhood store and bank The customer should be the primary focus for most organizations Yet customer information in a form suitable for marketing or management purposes either is not available or becomes available long after a market opportunity passes therefore CRM opportunities are lost Understanding customers today is accomplished by maintaining and acting on historical and very detailed data obtained from numerous computing and point of contact devices The data is merged enriched and transformed into meaningful information in a specialized database In a world of powerful computers personal software applications and easy to use analytical end user software tools managers have the power to segment and directly address marketing opportunities through well managed processes and marketing strategies This book is written for business executives and managers interested in gaining advantage by using advanced customer information and marketing process techniques Managers charged with managing and enhancing relationships with their customers will find this book a profitable guide for many years Many of today's managers are also charged with cutting the cost of sales to increase profitability All managers need to identify and focus on those customers who are the most profitable while possibly withdrawing from supporting customers who are unprofitable The goal of this book is to help you identify actions to categorize and address your customers much more effectively through the use of information and technology define the benefits of knowing customers more intimately and show how you can use information to increase turnover revenues satisfaction and profitability The level of detailed information that companies can build about a single customer now enables them to market through knowledge based relationships By defining processes and providing activities this book will accelerate your CRM learning curve and provide an effective framework that will enable your organization to tap into the best practices and experiences of CRM driven companies in Chapter 14 In Chapter 6 you will have the opportunity to learn how to in less than 100 days start or advance your customer database or data warehouse environment This book also provides a wider managerial perspective on the implications of obtaining better information about the whole business The customer centric knowledge based info structure changes the way that companies do business and it is likely to alter the structure of the organization the way it is staffed and even how its management and employees behave Organizational changes affect the way the marketing

department works and the way that it is perceived within the organization Effective communications with prospects customers alliance partners competitors the media and through individualized feedback mechanisms creates a whole new image for marketing and new opportunities for marketing successes Chapter 14 provides examples of companies that have transformed their marketing principles into CRM practices and are engaging more and more customers in long term satisfaction and higher per customer profitability In the title of this book and throughout its pages I have used the phrase Relationship Technologies to describe the increasingly sophisticated data warehousing and business intelligence technologies that are helping companies create lasting customer relationships therefore improving business performance I want to acknowledge that this phrase was created and protected by NCR Corporation and I use this trademark throughout this book with the company s permission Special thanks and credit for developing the Relationship Technologies concept goes to Dr Stephen Emmott of NCR s acclaimed Knowledge Lab in London As time marches on there is an ever increasing velocity with which we communicate interact position and involve our selves and our customers in relationships To increase your Return on Investment ROI the right information and relationship technologies are critical for effective Customer Relationship Management It is now possible to know who your customers are and who your best customers are stimulate what they buy or know what they won t buy time when and how they buy learn customers preferences and make them loyal customers define characteristics that make up a great profitable customer model channels are best to address a customer s needs predict what they may or will buy in the future keep your best customers for many years This book features many companies using CRM decision support marketing databases and data warehousing techniques to achieve a positive ROI using customer centric knowledge bases Success begins with understanding the scope and processes involved in true CRM and then initiating appropriate actions to create and move forward into the future Walking the talk differentiates the perennial ongoing winners Reinvestment in success generates growth and opportunity Success is in our ability to learn from the past adopt new ideas and actions in the present and to challenge the future Respectfully Ronald S Swift Dallas Texas June 2000

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**Introduction to E-commerce** Efraim Turban,David King,2003 For undergraduate level courses in Electronic Commerce Written by an academician and a practitioner this text features exceptionally comprehensive yet manageable coverage of a broad spectrum of E commerce essentials from a global point of view Extremely user friendly and practical it features vignettes application cases and real world cases in each chapter Perfect for courses where the professor chooses to use supplemental material or in a course where the professor wants a brief book     Understanding WAP Marcel van der Heijden,Marcus Taylor,2000 Learn all the basics of how the Wireless Application Protocol is able to deliver Internet based services to all types of mobile devices with this comprehensive new resource It examines every aspect of WAP helping you with hands on development of WAP applications an area critical to the success of WAP in the consumer marketplace You learn the technical details behind this new protocol and the critical business issues related to its implementation What s more it delivers an in depth review of the technical specifications and security issues associated with WAP Unlike other books on the subject this handy reference is more than just an explanation of the standards You get useful information on how WAP is impacting existing business models and value chains of telcos and information and service providers     **Fortune** Henry R. Luce,2003-05     **Healthcare Financial Management** ,2007 Some issues accompanied by supplements     Customer Relationship Management SCN Education,2001-04-27 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

**Electronic Commerce 2004** Efraim Turban,2004 Electronic Commerce 2004describes the essentials of electronic commercehow it is being conducted and managed as well as assessing its major opportunities limitations issues and risks It is a clear simple well organized book and provides all the basic definitions as well as logical support Using extensive vivid examples from large corporations small businesses government and not for profit agencies from all over the world it makes the concepts presented come alive for readers Beginning with a comprehensive introduction to E commerce the book explores internet marketing B2B and C commerce E marketplaces and internet consumerism E government mobile commerce auctions security electronic payment systems and strategy and implementation to launch a successful E commerce business Written by experienced authors who are well versed in real world practices this book will prove invaluable for managers and professional people in any functional area of business as well as those in government education health services

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