

Customer Relationship Management (CRM) Practices and Customer Satisfaction: Evidence from Retail Stores in Indonesia

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In the present era, the complexity of the customer has been found to be increasing. Consequently, satisfaction and retention of such customers are proving increasingly hard for organisations. The changing inclinations and needs of customers can be satisfied when organisations are furnished with these arrangements. One of the most appropriate procedures is Customer Relationship Management (CRM), which can be utilised to achieve customer loyalty and satisfaction. In this study, Gartner's first four structural blocks, vision, strategy, organisational collaboration, and valued customer experience, and their effect on the satisfaction of the customers are being examined. This study was conducted in one of the biggest retail stores in Jakarta, which has been practicing CRM for a long time. The sample size comprises 397 representatives working in a retail store. Testing of hypotheses and data analysis is carried out by structural equation modelling (SEM). Confirmatory factor analysis is carried out with the help of SPSS v.20, whereas model estimations have been carried out with the help of AMOS v.20. The outcome of the study showed that customer satisfaction is positively affected by the vision and collaboration of the organisation.

Key words: *Customer Relationship management, Vision, Strategy, Collaboration, Valued customer experience, Customer satisfaction, Customer loyalty.*

Customer Relationship Management

James G. Barnes



Customer Relationship 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: 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 a comprehensive manner. The book would serve as a useful source of reference for designing, developing, and implementing CRM in any organization.

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 of CRM. Incorporates deep study of research-oriented topics.

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,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,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 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 Brittanica 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,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** 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 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

The CRM Handbook Jill Dyché, 2001-08-09 To compete in today s competitive marketplace customer focus is no longer simply nice to have it s a fundamental mandate This book is a manager s best friend providing both a primer and a how to guide to defining and implementing Customer Relationship Management It shows you The various roles CRM plays in business and why it s more important than ever The range of CRM applications and uses from sales force automation to campaign management to e CRM and beyond The context of some of the popular CRM buzzwords The differences between CRM and business intelligence and why they re symbiotic Why the customer relationship failure rate is so high and how to avoid becoming another CRM statistic Case studies of visionary companies who ve done CRM the right way

Secrets of Customer Relationship Management James G. Barnes, 2001 When executives hear the term customer relationship management CRM they often break out in a cold sweat amid visions of six or seven figure implementations of staggeringly complex systems But have no fear you won t stumble over such looming obstacles in James G Barnes s book Rather he chooses an old fashioned approach to CRM actually building relationships with your customers Barnes provides a variety of techniques to accomplish this basic task Some of his suggestions are fresh and inspired while others will sound pretty familiar to anyone in business Either way he documents them with his own thorough research and insightful accounts from other writers Some readers will miss the nuts and bolts technical analysis that has come to define the modern concept of CRM but getAbstract recommends this book to executives marketing professionals and customer service managers who want to get back to traditional business values

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 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 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 Michael Pearce, 2021-03-08 CRM first entered the business vocabulary in the early 90s 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 2000s 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 outline 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

Customer relationship management PricewaterhouseCoopers. CRM Consulting (Paris)., 2000

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

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Customer Relationship Management V. Venkata Ramana, G. Somayajulu, 2004-05-01 The nineties have heralded many revolutionary changes in the economy world over Competition has driven organizations to constantly seek new ways and methods to identify serve and satisfy customers better and thereby improve profitability A transformation from 4P s Product Price Place Promotion to the 4C s Customer Cost Convenience Communication has embarked upon a new ideology of customer luxury Hence managing relationships with customers has become a critical organizational competency This book attempts to provide the nature concept and implementation of CRM practices and methodologies as applicable to the different organizations The book is divided into three parts Part I of the book provides a conceptual framework application of CRM in banking financial and services sectors Part II deals with the e CRM concepts and implementation issues involved and its relevance to the different sectors Part III consists of case studies of organizations which have implemented CRM Especially developed to cater to the academic needs of Post Graduate students it is an ideal reference manual for faculty and researchers as well Practicing managers will find it interesting to read and effective to adopt

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