



Butterfly Customer Capturing The Loyalty Of Todays Elusive Customer

Lei Shi

Butterfly Customer Capturing The Loyalty Of Todays Elusive Customer:

The Butterfly Customer Susan M. O'Dell, Joan A. Pajunen, 2000-08-29 Develop difficult to attain customer trust and loyalty through predictable and consistent service experience Today's customer is a Butterfly Customer skeptical not loyal to any product or company and only yours until the next best thing comes along The Butterfly Customer defines the true meaning of customer loyalty and provides a master plan for achieving success Authors Susan O Dell and Joan Pajunen explain that a better measure of a customer's loyalty is how much trust they place in your business. Here business managers will learn how to write their own contracts with customers determine what promises that contract with the customer implies and focus on delivering service By running a business with integrity owners will develop trust with their customers and profit by doing so Includes numerous examples of actual companies and what actions they are taking to capture customers loyalty Susan M O Dell and Joan A Pajunen both from Mississauga Canada are Principals in Service Dimensions a consulting company specializing in retail and service sectors The Butterfly Customer Susan M. O'Dell, 1997 Value Art Weinstein, 2012-02-24 A customer centric culture provides focus and direction for the organization ensuring that exceptional value will be offered to customers this in turn results in enhanced market performance Unfortunately caught up in the daily economic and competitive pressures of running complex and fast changing businesses managers may lose sight of customers desires And consequently customer experiences often fall far short of expectations Written by an expert with more than fifteen years of experience Superior Customer Value Strategies for Winning and Retaining Customers Third Edition benchmarks the best companies and shows you what it truly means to create world class value for customers The book is a state of the art guide to designing implementing and evaluating a customer value strategy in service technology and information based organizations It explores key marketing planning issues that emphasize relationship management strategies to keep customers happy See What's New in the Third Edition New topics include Business models Co creation of value Corporate entrepreneurship Customer experience management Customer value metrics Net promoter score Image Innovation Social media Expanded coverage of Customer relationship management E business opportunities Written as an academic textbook for use in MBA programs the book is highly readable practical and action oriented giving managers at all levels of experience guidance on how to improve marketing operations and create customer centric organizations It explains valuable tools such as customer value funnel customer value assessment service quality image price SQIP analysis and CRM models Each chapter has a customer value insight checklist action items and informative figures and tables This revised edition addresses current trends in value adding business practice from understanding how to drive a market and find new ventures to the rise in customer importance of the online arena and new models and metrics for customer loyalty and retention Great companies amaze and delight customers Superior Customer Value offers a strategic blueprint to learn from the market leaders and apply those lessons to your organization Art Weinstein discusses the book in several videos on the

CRC Press YouTube Channel **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 The Advertising Handbook Helen Powell, Jonathan Hardy, Sarah

Hawkin, Iain Macrury, 2013-09-13 This book unravels the how why of advertising and places the industry in its social historical political context Focusing on key debates it explores the competitive practices discourses which govern the industry those who work in it Magnetic Service Chip Bell, Bilijack Bell, 2006-01-06 Winner of the 2004 Publishers Marketing Association Benjamin Franklin Award for Best Business Book By the bestselling author of Managers As Mentors over 100 000 copies sold Reveals the seven magnetic service secrets that work for cult like brands such as Starbucks Harley Davidson and Ritz Carlton Provides tools techniques and tips for fostering customer devotion Magnetic Service provides a provocative yet practical blueprint for going beyond mere customer loyalty to create and sustain customer devotion Devoted customers not only forgive you when you err but actually help you correct what caused the mistake They don t just recommend you they assertively insist that their friends do business with you Authors Chip and Bilijack Bell made an intensive study of companies that inspire this kind of cult like devotion companies as diverse as Starbucks Jack Daniels Ritz Carlton Hotels GE eBay Chick fil A Harley Davidson and many others They found that these companies created customer experiences so captivating that they bound their customers to them they provided magnetic service Chip and Bilijack identify the seven secrets of magnetic service and use dozens of real life examples to illustrate the secrets in action And they show precisely what leaders can do to create a culture of magnetic service in any unit or organization Ian Gordon, 2002 Powerful weapons for waging and winning the business war Most books on competitive intelligence are full of vague theoretical constructs regarding information gathering and storage This book on the other hand gets right down to the nitty gritty with proven techniques for identifying and laying waste to a company s most serious competitors Readers learn why going on the offensive rather than just gathering information on competitors helps increase market share and shareholder value And they get loads of practical advice and guidance on identifying the most serious competitors flushing out competitors secrets using technology to advance a competitive initiative creating strong allies harvesting competitors employees staging a successful counter offensive when you ve been targeted and much more Ian Gordon Toronto Canada is President of Convergence Management Consultants a leading strategic marketing consulting firm He is a founding member of the Society of Competitive Intelligence Professionals President of the Association for the Advancement of Relationship Marketing and the former head of Ernst Young's Toronto strategic marketing consulting practice **Customers that Count** Tony Cram, 2001 A wonderfully fresh look at CRM Customers that Count starts with the theses that the nature of human relationship provides a model for creating business loyalty then reviews important rules of friendship that will help you to build customer relationships Filled with lots of valuable case histories this is an idea a minute read Frederick Newell author of The New Rules of Marketing Securing repeat business from good customers through long term loyal relationships is the key to generating profit However there are two key elements to this that most people ignore or misunderstand First the notion of good customers That means you have to concentrate on customers that count the ones who deliver profits

Equally importantly it means that you should learn to sack bad customers the others who are destroying value Second the notion of loyal relationships A loyal relationship is one that lives and goes beyond the database If you want these customers loyalty you have to treat them like valued human beings not just numbers This book is more than just another book on CRM It goes beyond the concept of capturing cutomers into captivating them In a world where consumer choice has never been greater and where the cost of acquiring new customers is sometimes more than the value they bring in you can t afford to treat all customers the same the company that seems human will win As customer value replaces cost control as the guiding principle of management Tony Cram reveals how to manage the customers that count *The Guru Guide to the Knowledge* Economy Joseph H. Boyett, 2001 Canadian Book Review Annual Joyce M. Wilson, 2001 The Florida International University Hospitality and Tourism Review ,2008 Start and Run a Profitable Retail Business Jim Dion, Ted Topping, 1998 A step by step guide to starting and operating a retail business Quill & Quire ,1997 **Books Out Loud** .2004 Index de Périodiques Canadiens, 2001 **Agency** ,1998 The British National Bibliography Arthur James Wells, 2001 Canadian Books in Print ,2003 **Forthcoming Books** Rose Arny, 1998-04 Canadian Books in Print 2002 Edited by Butler Marian, Marian Butler, 2002-02 Containing more than 48000 titles of which approximately 4000 have a 2001 imprint the author and title index is extensively cross referenced It offers a complete directory of Canadian publishers available listing the names and ISBN prefixes as well as the street e mail and web addresses

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