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Nota di contenuto	Cover; Handbook of CRM; Copyright; Contents; Preface; About the Author; Acknowledgements; Introduction; 1. A strategic framework for CRM; The origins of CRM; The key principles of relationship marketing; An emphasis on retention of profitable customers; An emphasis on multiple markets; An emphasis on a cross-functional approach to marketing; The rise of CRM; Marketing on the basis of relationships; Viewing customers as business assets; Organizing in terms of processes; From reactive to proactive use of information; Deploying IT to maximize the value of information Balancing the value trade-offDeveloping 'one-to-one' marketing; The role of CRM; Varying definitions of CRM; The CRM continuum - three perspectives of CRM; Use of CRM and its terminology; Adefinition of CRM; Types of CRM; The size and nature of the CRM market; Sector growth within the CRM market; CRM and software vendors; Five key cross-functional CRM processes; The need for a CRM strategic framework; Process 1: the strategy development process; Process 2: the value creation process; Process 3: the multi-channel integration process; Process 4: the information management process

Process 5: the performance assessment process
The structure of the book; Chapter 1: Developing a strategic framework for CRM; Chapter 2: The strategy development process; Chapter 3: The value creation process; Chapter 4: The multi-channel integration process; Chapter 5: The information management process; Chapter 6: The performance assessment process; Chapter 7: Organizing for CRM implementation; Checklist for CRM leaders; 2. The strategy development process; Business strategy; The role of business strategy; Business vision; Industry and competitive characteristics
The new competitive landscape
Putting the new economy in context; Changes in industry structure and evolution; Analysing the industry and competitive environment; Focusing on business strategy; Customer strategy; The role of customer strategy; Customer choice and characteristics: the role of market segmentation; Who is the customer?; Market segmentation; Definition of the relevant market; Criteria for market segment viability; Considering the alternative bases for segmentation; Segment granularity: from mass marketing to 'one-to-one' marketing; 'One-to-one' markets and permission marketing
Mass customization
Communities or segments?; Focusing on customer strategy; Aligning business strategy and customer strategy; CRM strategy development; Product-based selling; Managed service and support; Customer-based marketing; Individualized CRM; Migration paths for CRM; Summary; Checklist for CRM leaders; Case 2.1 DnB Nor Bank pursues an enterprising strategy with Teradata; Case 2.2 RS components: towards individualized CRM with BroadVision; 3. The value creation process; The value the customer receives; The nature of value - what the customer buys
How the core and augmented offer add value

Sommario/riassunto

Customer Relationship Management is a holistic strategic approach to managing customer relationships to increase shareholder value, and this major Handbook of CRM gives complete coverage of the key concepts in this vital field. It is about achieving a total understanding of the concepts that underlie successful CRM rather than the plethora of systems that can be used to implement it. Based on recent knowledge, it is underpinned by: * Clear and comprehensive explanations of the key concepts in the field * Vignettes and full cases from major businesses internationally * Definitive references and notes to further sources of information on every aspect of CRM * Templates and audit advice for assessing your own CRM needs and targets
The most lucid, comprehensive and important overview of the subject and an invaluable tool in enabling the connection of the major principles to the real world of business.
