

1. Record Nr.	UNINA9910298558403321
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Titolo	Customer Knowledge Management : Leveraging Soft Skills to Improve Customer Focus // by Soumit Sain, Silvio Wilde
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2014
ISBN	3-319-05059-1
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (221 p.)
Collana	Management for Professionals, , 2192-8096
Disciplina	658.812
Soggetti	Marketing Information technology Business—Data processing Industrial psychology Personnel management Market research IT in Business Industrial and Organizational Psychology Human Resource Management Market Research/Competitive Intelligence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Knowledge Management Today -- Review of Soft Skills Within Knowledge Management -- Soft Skills Within Customer Knowledge Management and Their Impact on Customer Focus -- Analysis and Evidence -- Soft Skill Drivers for Successful CKM -- Appendix.
Sommario/riassunto	Customer focus is the most important challenge of the future. Providing good customer service depends on how well companies know their customers and clearly identify their needs. Availability of customer knowledge, which is knowledge from, for, and about the customer, thus becomes crucial in offering customized products or services. This can be gained most efficiently from direct interaction with customers, but requires the use of interpersonal and organizational soft skills. This book presents the interrelationship between customer knowledge

management, customer focus and soft skills, and also provides concrete advice on how the management of customer knowledge can be optimized.
