

1. Record Nr.	UNINA9910818855703321
Autore	N'Goala Gilles
Titolo	Augmented customer strategy : CRM in the digital age // edited by Gilles N'Goala, Virginie Pez-Perard, Isabelle Prim-Allaz
Pubbl/distr/stampa	London : , : John Wiley & Sons, Incorporated, , [2019] ©2019
ISBN	1-119-61826-6 1-119-61824-X 1-119-61832-0
Edizione	[First edition]
Descrizione fisica	1 online resource (331 pages)
Collana	THEi Wiley ebooks.
Disciplina	658.812
Soggetti	Customer relations - Management Customer relations - Management - Data processing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Digital transformation is shaping a new landscape for businesses and their customers. For marketing professionals, advancing technology (artificial intelligence, robots, chatbots, etc.) and the explosion of personal data available present great opportunities to offer customers experiences that are ever richer, more fluid and more connected. For customers, this ecosystem is synonymous with new roles. They are more autonomous and have power alongside the company: they influence, innovate, punish and more. These developments push companies to implement new customer strategies. It is in this context, marked by pitfalls and paradoxes, that the authors of this book reflect on the customer relationship, what it has become and what it will be tomorrow. The book provides practitioners, teacher-researchers and Master's students with a state of the art and a prospective vision of customer relations in a digital world. It is aimed at those who want to gain an up-to-date understanding of the field and find all the keys needed to project themselves into the future.