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retailers -- 2.3. Conclusion -- 2.4. References -- Chapter 3. Corporate Social Responsibility and Loyalty -- 3.1. Definitions of perceived CSR and loyalty -- 3.1.1. Perceived CSR -- 3.1.2. Loyalty -- 3.2. The influence of perceived CSR on consumers' retailer loyalty -- 3.2.1. The impact of perceived CSR as a global construct on retailer loyalty -- 3.2.2. A different impact depending on CSR dimensions and consumer profiles -- 3.3. Examples of concrete actions (in line with respect for the environment and philanthropic activities) -- 3.3.1. The influence of a retailer's bulk product offer on consumer loyalty to that retailer. 3.3.2. Sponsorship, cause-related marketing and CSR-linked sponsorship: three CSR actions to build consumer loyalty -- 3.4. Conclusion -- 3.5. References -- Chapter 4. Reinventing Loyalty Programs in the CSR Age: Moving toward Prosocial Loyalty Programs -- 4.1. Limits of the traditional loyalty program in the CSR era -- 4.1.1. A philosophy focused on purchasing behavior -- 4.1.2. A design that conceals environmental and social impact -- 4.2. The academic literature: loyalty program responsibility -- 4.3. Benchmark study: loyalty programs -- 4.4. Interviews with loyalty experts -- 4.4.1. Corroboration of the literature and benchmark findings -- 4.4.2. New findings from interviews -- 4.5. Toward a prosocial loyalty program -- 4.6. References -- Chapter 5. Toward Greater Sufficiency in Customer Relationships -- 5.1. The systemic collapse of consumerism -- 5.1.1. The impact of marketing and customer relationship practices on the ecosystem: the anthropogenic footprint -- 5.1.2. The impact of new technologies and digital transformation on social ties: accelerating a process of disintegration -- 5.1.3. Consumption and rebound effect -- 5.2. For more sufficiency in customer relationships -- 5.2.1. Sufficiency in customer relationships: doing "less" but "better" -- 5.2.2. Enhancing the status of customers that practice "sufficiency" -- 5.2.3. Promoting sufficiency through customer relationships -- 5.2.4. Facilitating commitment to sufficiency through customer relationships -- 5.3. Conclusion -- 5.4. References -- Chapter 6. Metaverse Opportunities for Customer Relations -- 6.1. An immersive, interactive and persistent universe -- 6.2. A gamified, esthetic universe -- 6.3. A personalized world of scarcity -- 6.4. A social and community universe -- 6.5. An innovative universe -- 6.6. Conclusion -- 6.7. References.

Chapter 7. Towards Transparent and Parsimonious Customer Data Collection -- 7.1. Data as a means of personalizing customer relations and creating a competitive advantage -- 7.1.1. Risks in terms of breaches of privacy for the consumer -- 7.1.2. Risks in terms of strategic dependencies for companies -- 7.2. The new connected consumers and their multiple perceptions of different data collection methods -- 7.3. Why authorize the collection and use of personal data? -- 7.4. How can we encourage parsimonious data collection? -- 7.4.1. Minimizing data collection -- 7.4.2. Relying on transparency when collecting data -- 7.4.3. Giving consumers control -- 7.5. Conclusion: finally, what is the value of data? -- 7.6. References -- Chapter 8. From Persuasion to Customer Manipulation: The Role of Dark Patterns -- 8.1. Dark pattern definitions and typologies -- 8.2. Marketing as usual? -- 8.3. Problematic Internet use due to dark patterns? -- 8.4. Impossible to observe and yet combatable -- 8.5. Appendix -- 8.6. References -- Chapter 9. Digital Consumption and Inclusion -- 9.1. Introduction: when the digitalization of customer journeys raises challenges -- 9.2. Consequences of the digitization of customer journeys -- 9.2.1. A transformation of the user's role during the journey -- 9.2.2. Interaction at the heart of the value creation process -- 9.2.3. User participation -- 9.2.4. A complex user experience -- 9.3. New managerial challenges arising from the digitization of journeys --

9.3.1. Improving users' relationships with digital technology -- 9.3.2. Still insufficient digital inclusion initiatives -- 9.3.3. Moving beyond a focus on digital uses -- 9.4. Defining the digital inclusion process -- 9.4.1. The role of perceptions in the inclusion process -- 9.4.2. Adopting a two-level approach to the digital inclusion process.

9.4.3. From inclusion to digital inclusion as perceived by the user -- 9.5. Conclusion: toward digital consumption for all -- 9.6. References -- Chapter 10. Improving Effective Accessibility of Products and Services for Vulnerable Customers -- 10.1. Effective accessibility of products and services, a challenge for organizations -- 10.1.1. Definition of effective accessibility -- 10.1.2. Effective accessibility: a challenge for organizations? -- 10.2. The challenges of effective accessibility for vulnerable customers -- 10.2.1. How do you define a vulnerable customer? -- 10.2.2. Reduced effective accessibility for vulnerable customers? -- 10.3. Ways to improve the effective accessibility of products and services for vulnerable customers -- 10.3.1. How should we respond to the challenge of effective accessibility for vulnerable customers? -- 10.3.2. How can we rethink journeys to improve accessibility for vulnerable customers? -- 10.4. Conclusion -- 10.5. References -- Chapter 11. The Patient Experience -- 11.1. From the health service to the patient experience -- 11.1.1. Patient satisfaction as a starting point -- 11.1.2. The patient from an experiential perspective -- 11.1.3. Designing a meaningful experience -- 11.2. Enhancing the value of the patient experience -- 11.2.1. The perceived value of the patient experience -- 11.2.2. A typology of the value of the patient experience -- 11.2.3. Experience value as a lever for appropriation of the patient experience -- 11.3. Conclusion -- 11.4. References -- Chapter 12. Adopting Ethical Sales Behavior -- 12.1. Unethical temptation among salespeople -- 12.1.1. Salespeople's ethical dilemmas -- 12.1.2. The six principles of influence according to Cialdini -- 12.1.3. Influence or manipulation: what are the differences? -- 12.2. Creating ethical behavior.

12.2.1. Customer orientation at the heart of sales ethics -- 12.2.2. How can the ethical behavior of salespeople be developed? -- 12.2.3. Ethics and business performance: how compatible are they? -- 12.3. Conclusion -- 12.4. References -- Chapter 13. Customer Relationships as a Factor of Resistance: The Case of Smart Feedback Tools -- 13.1. The rise of smart feedback tools -- 13.1.1. Definition of smart feedback tools -- 13.1.2. Deployment dynamics by sector -- 13.1.3. The collection of multiple types of private data -- 13.1.4. Toward a classification based on the nature of feedback -- 13.2. A brand relationship investment -- 13.2.1. Relational investments supporting customer relationships -- 13.2.2. Smart feedback tools as a promise of empowerment -- 13.3. Consumer resistance to smart feedback tools -- 13.3.1. Multiple sources of disempowerment -- 13.3.2. Forms of resistance -- 13.4. Conclusion -- 13.5. References -- Chapter 14. Customer Relations in the Social and Solidarity Economy -- 14.1. Managing customer relations in social and solidarity economy organizations -- 14.1.1. Democratic governance of SSE organizations and customer relations -- 14.2. CRM in consumer cooperatives: the case of La Louve -- 14.2.1. The cooperative: definition and articles of association -- 14.2.2. La Louve cooperative supermarket -- 14.2.3. Taking on the intra-role: from consumer to cooperator through work -- 14.2.4. Between customers and cooperative status -- 14.3. Organizing customer relations in a collective interest cooperative company: the case of Enercoop Languedoc-Roussillon -- 14.3.1. The collective interest cooperative company: definition and articles of association -- 14.3.2. The SCIC Enercoop Languedoc-Roussillon --

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| | 14.3.3. A commitment that translates into extra-roles conditioned by the organization's economic times -- 14.4. Conclusion -- 14.5. References.<br>Chapter 15. Purpose Corporations and Customer Strategy: Toward a Strategy of Customer Education and Empowerment?. |
| Sommario/riassunto | This book explores new strategies in customer management, focusing on sustainability, environmental responsibility, and ethical transitions. Edited by Thierry Delécolle, Florence Jacob, and Isabelle Prim-Allaz, it delves into how businesses can reconcile customer relations with sustainable practices, particularly in second-hand markets and retail. The authors discuss the impact of corporate social responsibility (CSR) on consumer loyalty, highlighting the need for prosocial loyalty programs in the CSR age. The book addresses the challenges and paradoxes that arise when enhancing customer experiences while promoting sufficiency and reducing waste. It is intended for academics, business professionals, and policymakers interested in integrating sustainability into customer strategies. |