

Balanced Score Card Im Strategischen Kundenmanagement - Julia Sinner

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Diese Arbeit zeigt auf, dass gute Kundenbeziehungen sich nicht ausschließlich durch finanzielle Kennzahlen erkennen lassen. Um die Ausgewogenheit zwischen harten und weichen Faktoren zu gewährleisten, kann die Balanced Score Card (BSC) als Instrument des strategischen Kundenmanagements eingesetzt werden. Dadurch wird eine schnelle und effiziente Identifizierung von profitablen Kunden und deren individuelle Betreuung erst möglich. Des Weiteren wird auf die Aufgabenbereiche des Kundenmanagements und auf verschiedene Kundenbewertungsansätze eingegangen. Schließlich wird dem Leser aufgezeigt, welche Schritte bei der Implementierung der BSC vorzunehmen sind und welche Potenziale dieser Ansatz im Kundenmanagement birgt. Studienarbeit aus dem Jahr 2005 im Fachbereich Wirtschaft - Controlling, Note: 2,0, Fachhochschule Esslingen Hochschule für Technik Esslingen, 17 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Sinner, Julia Publisher: GRIN Verlag Illustration: N Language: GER Title: Balanced Score Card im strategischen Kundenmanagement Pages: 00029 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638396493 Category: Business & Economics : Management - General

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