

Geschäfts- Und Marktpolitik Der Banken Am Beispiel Der Kundenselbstbedienung In Österreich - Mario Rössler

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Der Verfasser dieser Hausarbeit hat sich zum Ziel gesetzt, die Möglichkeiten der Kundenselbstbedienung im Bankbereich näher zu erläutern. Der Schwerpunkt dieser Hausarbeit soll die bereits vorhandenen Möglichkeiten der Kundenselbstbedienung im österreichischen Bankensektor erklären, und am Ende der Hausarbeit die Zukunftsperspektiven des Einsatzes möglicher neuer Technologien und Überlegungen aufzeigen. Es gilt ebenfalls aufzuzeigen warum die Banken den Weg der Kundenselbstbedienung so zielstrebig verfolgen und welche Möglichkeiten für den individuellen Mitarbeiter dadurch entstehen. Aus Platzgründen kann jedoch nicht auf alle vorhandenen Selbstbedienungs-Automaten und Techniken näher eingegangen werden. Author: Rössler, Mario Publisher: GRIN Verlag Illustration: N Language: GER Title: Geschäfts- und Marktpolitik der Banken am Beispiel der Kundenselbstbedienung in Österreich Pages: 00028 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638394512 Category: Business & Economics : Industries - General

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