

Kosten-/nutzen-vergleich Für Kundenkarten Im Handel - Barbara Groele

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Durch die zunehmende Globalisierung 1 und die gesättigten Märkte 2 sind Unternehmen einem verstärkten Wettbewerbsdruck ausgesetzt und dadurch gezwungen, ihre Strategien zu überdenken 3 . Besonders Unternehmen auf polypolistischen Märkten unterliegen dem Zwang, die Kunden langfristig an ihr Unternehmen zu binden und müssen somit bspw. den fortwährenden Bedarf nach Konsumgütern auf sich lenken 4 . In diesem Zusammenhang wird der Begriff Kundenbindung zu einem Leitwort und steht damit im Vordergrund eines jeden Unternehmens 5 . Es gibt zahlreiche Instrumente zur Realisierung der Kundenbindung, wie z. B. die Kundenkarte und den Kundenclub. Sie scheinen in der Praxis ein häufig verwendetes Mittel zu sein, um Kunden langfristig an das Unternehmen zu binden. Diese verursachen jedoch einen finanziellen und organisatorischen Aufwand 6 . Im Rahmen dieser Ausarbeitung stellt sich die Frage, in wie weit der Nutzen einer Kundenkarte die anfallenden Kosten übersteigt 7 .

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