

Beschwerdemanagement Als Instrument Der Kundenbindung - Fatima Bazi

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Durch die zunehmende Intensivierung des Wettbewerbs in fast allen Branchen ist das Interesse an Pflege und Ausbau bestehender Kundenbeziehungen für Unternehmen von besonderem Interesse. Eine enge Beziehung des Kunden zum Produkt und dessen Anbieter kann über viele verschiedene Wege gestaltet werden. Man kann aber mit Sicherheit sagen, dass der Weg über das Produkt allein immer seltener Erfolg verspricht.¹ Der Aufbau einer stabilen Kundenbeziehung vollzieht sich über einen längeren Zeitraum, während die Produktlebenszyklen immer kürzer werden.² Nach Meffert ist die Voraussetzung für Kundenbindung die Zufriedenheit des Kunden in allen Phasen des Konsumprozesses: Vorkauf-, Kauf-, Verwendungs- und Entsorgungsphase des Produktes.³ Unternehmen, die Zeit und Geld zur Erreichung von hoher Kundenzufriedenheit investieren, werden mit Markteintrittsbarrieren gegenüber neu in den Markt eintretenden Wettbewerbern sowie einer Wechselbarriere gegenüber bereits existierenden Konkurrenten belohnt. Auch werden solchen Unternehmen Produktmängel eher verziehen und die Kunden werden bei Problemen mit Produkten und Leistungen den Kontakt zum Anbieter suchen, statt sofort einen Anbieterwechsel zu vollziehen.⁴ Vor diesem Hintergrund soll in dieser Hausarbeit das Beschwerdemanagement als ein Instrument zur Kundenbindung erläutert werden. Außerdem werden praktische Ansatzpunkte eines aktiven Beschwerdemanagements erläutert. 1 vgl. Meffert, H., Marketing -Grundlagen marktorientierter Unternehmensführung, 9. Auflage, Wiesbaden 2000, S. 366ff. 2 vgl. Ebd., S. 366 3 vgl. Ebd., S. 366 4 vgl. Ebd., S. 367 Author: Bazi, Fatima Publisher: GRIN Verlag Illustration: N Language: GER Title: Beschwerdemanagement als Instrument der Kundenbindung Pages: 00014 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638380676 Category: Business & Economics : Marketing - General

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