

How Can Databases Improve Sales? - Mathias Ldtke-handjery

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The evolution from transaction marketing to relationship marketing in recent years has resulted in a need for more rigorous databases and greater utilisation of current computerised tracking systems. Customer relationship management is a combination of people, processes and technology that seeks to understand organisations' customers. It is an integrated approach to managing relationships by focussing on customer retention and relationship development. Organisations that successfully implement customer relationship management will reap the rewards in customer loyalty and long runs profitability. The impact of information technology in the relationship marketing context, such as database management systems, data warehouses, and data mining, is increasing, due to technological development which facilitates the storage and analysis of massive amounts of data. However, successful implementation is elusive to many organisations, mostly because they do not understand that customer relationship management requires company-wide, cross-functional, customer-focused business re-engineering. Furthermore, while organisations are collecting and analysing data, consumers are becoming increasingly concerned about the privacy of their personal information and information about their purchase behaviour.

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Unternehmenskommunikation, CRM, Marktforschung, Note: 1,0, School of Marketing (DIT Dublin Institute of Technology), 51 Quellen im Literaturverzeichnis, Sprache: Deutsch.Author: Ldtke-Handjery,

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