

Besonderheiten Und Instrumente Des Customer Relationship Managements (crm) - Karin Kaltenbach

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In der heutigen Zeit werden immer stärkere Veränderungen auf den Märkten festgestellt. Eine ganz enorme Veränderung stellt das Kommunikationsverhalten der Kunden dar. Es werden immer öfters verschiedene Kommunikationsmedien verwendet. Früher erledigte man alles per Post oder Telefon, heutzutage wird gefaxt, telefoniert oder gemailt. Somit wird es für die Unternehmen immer schwieriger einen Überblick über alle Transaktionen mit ihren Kunden zu halten, obwohl dies in der heutigen Zeit immer wichtiger wird. Auch durch den steigenden Wettbewerb und die immer ähnlicher werdenden Produkte können sich die Unternehmen kaum noch durch ihre Kernleistungen am Markt positionieren. Z. B. wenn ein Anbieter von Anzügen bereits die modischen Vorlieben, die Größe, die Farbwünsche und auch die preislichen Vorstellungen ihrer Kunden kennt, können sie genau das passende Angebot unterbreiten. Für den Kunden ist dies sehr bequem bei diesem Anbieter einzukaufen und er ist mit dem Service zufrieden. Aus diesem Grund bleibt er bei diesem Anbieter und wechselt nicht zu einem anderen, obwohl dieser vielleicht gerade ein günstigeres Angebot hätte. Um also einen Kunden langfristig ans Unternehmen zu binden, bedarf es einer sorgfältigen Pflege aller Kommunikationsbeziehungen zwischen Kunde und Unternehmen. Author: Kaltenbach, Karin Publisher: GRIN Verlag Illustration: N Language: GER Title: Besonderheiten und Instrumente des Customer Relationship Managements (CRM) Pages: 00026 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640269044 Category: Business & Economics : Marketing - General

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