

Open Source Customer Relationship Management Solutions

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1;Open Source Customer Relationship Management Solutions. Potential for an Impact of Open Source CRM Solutions on Small- and Medium Sized Enterprises;1 1.1;Preface;3 1.2;Table of Contents;4 1.3;List of Figures;6 1.4;List of Tables;6 1.5;List of Abbreviations;7 1.6;1. Introduction;8 1.7;2. Importance of CRM for Small and Medium-Sized Enterprises;9 1.7.1;2.1 Customer Relationship Management;10 1.7.1.1;2.1.1 Definition;10 1.7.1.2;2.1.2 Reasons for Using a CRM;13 1.7.1.3;2.1.3 Opportunities and Risks of CRM;16 1.7.2;2.2 Small and Medium-Sized Enterprises;21 1.7.2.1;2.2.1 Definition;21 1.7.2.2;2.2.2 CRM for Small and Medium-Sized Enterprises;24 1.8;3. Requirements of Customer Relationship Management;26 1.8.1;3.1 Criteria Based Requirements of CRM;26 1.8.1.1;3.1.1 Basic Components of a CRM System;26 1.8.1.2;3.1.2 Main Features of a CRM System;33 1.8.1.3;3.1.3 Special Requirements of Small and Medium-Sized Enterprises;36 1.8.2;3.2 Requirements of a Successful Implementation of a CRM System;38 1.8.2.1;3.2.1 Prerequisites for Implementing a CRM System;39 1.8.2.2;3.2.2 How to Ensure a Successful Implementation;41 1.9;4. Open Source CRM Solutions;44 1.9.1;4.1 Open Source;44 1.9.1.1;4.1.1 Definition;44 1.9.1.2;4.1.2 Why to Use Open Source Software;46 1.9.1.3;4.1.3 Open Source CRM Solutions;48 1.9.1.4;4.1.4 Comparison of the three Open Source CRM SolutionsThe;54 1.9.2;4.2 Could Open Source CRM Solutions Fulfill the Requirements;58 1.9.2.1;4.2.1 Basic Components;58 1.9.2.2;4.2.2 Main Features;61 1.9.2.3;4.2.3 Special Requirements of Small and Medium-Sized Enterprises;69 1.10;5. Conclusion;70 1.11;Bibliography;73 1.12;Appendix;80 EAN/ISBN : 9783836617598 Publisher(s): Diplomica Discussed keywords: Customer Relationship Management (CRM), Kundenmanagement, Marketing, Mittelstand, Open Source, Software Format: ePub/PDF Author(s): Vogt, Henrik

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