

Customer Relationship Management (crm) - Nico Kömann

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Die Entwicklung vom Massenmarketing zum Relationship Marketing ist auf die deutliche Wettbewerbsverschärfung zurückzuführen, die Unternehmen aller Branchen zu spüren bekommen. Immer gleicher werdende Produkte und Dienstleistungen der konkurrierenden Unternehmen machen es diesen nicht mehr möglich Kunden ausschließlich über Ihre Kernleistung zu binden. Der Einsatz neuer Medien, wie das Internet versetzt den Verbraucher in eine selbstbewusstere und besser informiertere Lage. Dies ermöglicht dem Kunden, unter Berücksichtigung seiner individuellen Bedürfnisse, markenunabhängig das Produkt bzw. die Dienstleistung mit dem höchsten Nutzen zu wählen. Anstelle der Ware an sich, ist die Anforderung getreten, ein individuelles Angebot zu erhalten, das auf die persönlichen Lebensumstände und Bedürfnisse abgestimmt ist und über das Produkt hinaus eine Aufwertung durch Zusatzleistungen, Produktänderungen oder Servicepakete erfährt. Diesen Anforderungen kann klassisches Marketing nicht mehr nachkommen, da es sich ausschließlich auf die Entwicklung bestimmter Produkte konzentriert, die in einem für den Kunden angemessenen Preis/Leistungsverhältnis stehen und schnell verbreitet werden können. Langfristige Erfolge lassen sich nur durch ein konsequentes Relationship Marketing erzielen. Hierunter ist ein Marketing Konzept zu verstehen, welches das Management der langfristigen Beziehungen zwischen Marktteilnehmern in den Vordergrund stellt.

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