

# Analytical Crm

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The ever-increasing amount of individual-level customer data generated by loyalty programs opens new perspectives for customer relationship management (CRM). Yet, recent analyses have shown that a huge fraction of CRM projects fail to deliver the good at the bottom line. One of the main reasons for this dilemma is that these data require advanced analytical processing to fully leverage their potential (analytical CRM). Research and practice are still in its early stages with respect to analytical CRM.

Markus Wbben focuses on analytical CRM for developing and maintaining buyer-seller relationships in non-contractual settings, i.e. settings, in which buyer-seller relationships are not governed by a contract that predetermines the monetary value and/or length of the relationship. This is a common scenario for many businesses such as retailers, hotels, and airlines. Using empirical analyses on the basis of sound theoretical foundations, the author shows how customer relationships can be broadened, meaning how customers cross-buying behavior can be stimulated and how customers relationship length and depth, i.e. customers activity and purchase-levels, can be predicted. Finally, he derives implications for research and practice. EAN/ISBN : 9783834981219 Publisher(s): Gabler Discussed keywords: Customer Relationship Management (CRM) Format: ePub/PDF Author(s): Wbben, Markus

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