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Customer Relationship Management: A Strategic Imperative in the World of E-Business

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Customer Relationship Management: A Strategic Imperative in the World of E-Business

Customer Relationship Management: A Strategic Imperative in the World of E-Business
Maximize customer satisfaction and maximize your bottom line

Over the last decade, too many organizations have assumed that their products or services were so superior that customers would automatically keep coming back for more. But in order to compete effectively in today's marketplace, organizations must change their strategy to become more customer focused, not product focused. Customer Relationship Management (CRM) is the best way to integrate this customer-facing approach throughout an organization. Aimed at understanding and anticipating the needs of an organization's current and potential customers, this innovative book shows how CRM links people, process, and technology to optimize an enterprise's revenue and profits by first providing maximum customer satisfaction.
* Covers developing a market-oriented strategy, innovation in products and services, sales and channels transformation, customer relationship marketing, and customer care

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