

# Strategic Customer Care

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An Evolutionary  
Approach to  
Increasing Customer  
Value and Profitability

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STANLEY A. BROWN

# Strategic Customer Care An Evolutionary Approach To Increasing Customer Value And Profitability

**Kardaras, Dimitris, Karakostas, Bill**



## **Strategic Customer Care An Evolutionary Approach To Increasing Customer Value And Profitability:**

*Strategic Customer Care* Stanley A. Brown, 2000-02-24 Die meisten Unternehmen haben bereits die Bedeutung einer verbesserten Kundentbetreuung erkannt Sie wissen da sie ber die traditionellen Methoden hinausgehen und Kunden als wichtigen Aktivposten betrachten m ssen den es zu befriedigen und zu sch tzen gilt J ngste Untersuchungen haben jedoch ergeben da nur etwa 6% der Unternehmen tats chlich begreifen wie wichtig Kundenpflege ist oder wie sie wirkungsvoll umgesetzt werden kann Dieser Band erkl rt die drei Entwicklungsstufen der Kundenpflege und erl utert bew hrte Methoden mit denen jedes Unternehmen einen hervorragenden Kundendienst aufbauen kann Dar ber hinaus werden Tips und Hinweise gegeben welche Fehler man unbedingt vermeiden sollte Mit vielen positiven und negativen Beispielen von Firmen wie z b Sears AT T FedEx und Kodak Eine unverzichtbarer Leitfaden zur Verbesserung der Kundenbeziehung 05 99 **Strategic Six Sigma** Dick Smith, Jerry Blakeslee, 2002-12-25 Real executives talk about how Six Sigma changed their organizations for the better Backed by the real world experience of executives who successfully implemented Six Sigma this book shows how this powerful data driven quality improvement methodology can improve the learning cycle and financial and corporate reporting as well as strategic planning customer demand issues and more Case studies and interviews provide real life best practices that make the implementation process that much easier for managers The authors are Six Sigma experts affiliated with PricewaterhouseCoopers and here present an innovative examination of this powerful and popular methodology

*Customer Centric Business Models, two steps beyond Customer Relation Management* Thomas Rolf, 2004-01-30 Inhaltsangabe Abstract The submitted dissertation critically discusses business models in the context of customer dimensions under uncertain market conditions The following questions summarise the fields of investigation How do business models adapt to rapidly changing and buyer driven markets What are the next two steps after Customer Relationship Management Can the gap in the process chain between Customer Relation Management and Supply Chain Management be bridged and how How can a method be developed in order to measure the current customer orientation of a company and to compare companies among each other Are customer oriented companies more profitable As a deductive research approach is used beneath a small number of inductive elements an investigation in both secondary and primary data is imperative Subsequently a critical review of related literature along with a supporting inquiry is part of the dissertation The scope of the work includes background information the discussion of future business models as well as an empiric impression of customer orientation in German small and medium sized enterprises The most significant conclusions can be recapitulated as follows Simple customer orientation can lead to less innovation furthermore to unprofitable business and in the worst case to the elimination of a company Customer oriented strategy is about building processes that are able to react to any environmental or economical modification as fast as possible The evolution of Customer Relation Management will lead to new customer driven and pulled business models including innovative measurement methods like Return on Customer The gap between

Customer Relation Management and Supply Chain Management will in all probability be bridged new concepts e.g. Customer Chain Management will represent this task. A balanced Customer Centric Index developed as a benchmark instrument as part of the dissertation shows that only a third of the examined companies can be interpreted as customer oriented. On the other hand, Sales Marketing is regarded as the initial and most influencing process. A statistical connection between being customer oriented and profit could not be proved. As a surprising and unintentional result, the survey revealed that focusing on a small market niche is at least for SME a more profitable business. Eventually, the dissertation leaves behind additional questions that could not be answered.

**Business Analytics** Dinabandhu Bag, 2016-11-10 This book provides a first hand account of business analytics and its implementation and an account of the brief theoretical framework underpinning each component of business analytics. The themes of the book include 1 learning the contours and boundaries of business analytics which are in scope 2 understanding the organization design aspects of an analytical organization 3 providing knowledge on the domain focus of developing business activities for financial impact in functional analysis and 4 deriving a whole gamut of business use cases in a variety of situations to apply the techniques. The book gives a complete insightful understanding of developing and implementing analytical solutions.

**Information Intelligence, Systems, Technology and Management** Sumeet Dua, Sartaj Sahni, D.P. Goyal, 2011-02-28 This book constitutes the refereed proceedings of the 5th International Conference on Information Systems Technology and Management ICISTM 2011 held in Gurgaon India in March 2011. The 35 revised full papers presented together with 4 short papers were carefully reviewed and selected from 106 submissions. The papers are organized in topical sections on information management information systems information technology healthcare information management and technology business intelligence applications as well as management science and education.

**Customer Selection** Oliver Lonicer, 2002-01-11 Inhaltsangabe Abstract In the real world, all customers are not created equal. This allusion to the Declaration of Independence captures a recent realisation of many companies: different customers represent different values to a company. In fact, many companies are discovering that a large percentage of their customers are generating losses. XY Insurance is among those companies that recently discovered a considerable portion of unprofitable customers in their current book of business. This was identified as a major problem, especially considering the fact that the company is converting to a publicly traded stock company. Given the necessity to produce shareholder value, senior management realised that it would be indispensable to ensure the profitability of its accounts. One of the factors underlying this problem at XY is the lack of a screening process to ensure the selection of customers with whom a profitable relationship can be built. To address this need, XY's senior management decided that it would be necessary to develop a tool that enables the sales staff to evaluate customers and ultimately to select customers based on this assessment. The objective of this study is the development of a screening tool which can be used as a basis for the selection of XY's customers in the company's large case segment. The development of the tool is limited to one of the company's segments because the customers as well as the

products differ greatly by segment The tool should enable the company to assess their clients individually and classify each of them as attractive or unattractive so that proper strategies can be applied The strategy development lies outside of the confines of this study and is therefore not discussed in this paper I will however indicate starting points and some important issues when designing these strategies In addition considerations in conjunction with the implementation and introduction process as well as avenues for further research are addressed where appropriate White the initial idea behind the development of the screening tool was to design a mechanism that would allow for the assessment of all of XY s customers existing and prospective it became apparent that this would not be feasible Separate tools for both stages are needed As a result it was decided that a model outlining the needed criteria would be developed and based on this a screening tool for prospective clients would be built The

**Services Customization Using Web Technologies** Kardaras, Dimitris, Karakostas, Bill, 2012-05-31 The Internet gives the consumer almost unlimited choice in products At the same time it causes a globalization of consumer habits and tastes One important question that arises is Does the Internet and the World Wide Web offer the same opportunities for choice of services as they do for products Services Customization Using Web Technologies aims to advance our understanding of Web related concepts approaches and technologies revolving around the core theme of e service customization Limitless e service choice can become possible on the Web only through customization Understanding such customization on the Web applied at a mass market level in a cost efficient manner will present an unprecedented opportunity for both the industry and the consumers For both researchers and practitioners understanding that as service customization accelerates through other types of industries and consumers we will experience the benefits of service customization in many more areas of everyday life *Canadian Business* ,1999 *Humans, Horses and Events Management* Katherine Dashper, Guðrún Helgadóttir, Ingibjörg Sigurðardóttir, 2021-03-12 Horses are perhaps the most common non human animal to feature in planned events but although there is considerable research on equestrian sport there is virtually none on equestrian events This book begins to address this gap using the National Championships of the Icelandic Horse as an extended case study to explain in depth the process of managing an event as well as the larger theoretical implications of events management Drawing on diverse viewpoints and theoretical perspectives the book draws wider comparisons to connect events management to larger themes in the social sciences such as human animal relations nationalism place branding event impacts event experience and inclusion and exclusion The book is a contribution to two fields In relation to human animal studies it focuses on how the Icelandic horse breed is marketed and celebrated through top tier competition whereas from an events management perspective it considers the role of the event in community building the practical and theoretical aspects of running a sustainable equestrian event and the issues that arise in multispecies event contexts **Canadian Book Review Annual** ,1999 [Customer Chemistry](#) Mary Naylor, Susan Greco, 2002 Using real life examples Customer Chemistry presents a systematic blueprint for identifying top line value added

customers and then focusing marketing efforts on them increasing incremental profits while decreasing the time and money wasted on marginal customers Economic Bulletin Singapore International Chamber of Commerce,1999 *The Guru Guide to the Knowledge Economy* Joseph H. Boyett,2001 **Balanced Scorecard Evolution** Paul R. Niven,2014-08-04 The best plan is useless without effective execution The future of business has become so unpredictable that your five year plan may be irrelevant next week To succeed in the modern market you must constantly assess your progress and adapt on the fly Agility flexibility continual learning and adaptation are the new rules of business success A differentiating strategy is crucial but it will only lead to competitive advantage if you execute it flawlessly You ll succeed only if you have the right insight for strategic planning and the agility to execute your plan **Balanced Scorecard Evolution A Dynamic Approach to Strategy Execution** provides the latest theory and practice from strategic planning change management and strategy execution to ensure your business is flexible future ready and primed for exceptional execution Author Paul R Niven guides you through the new principles of The Balanced Scorecard and shows you how to apply them to your planning and strategy execution endeavors Read case studies that illustrate the theory and practice of strategic agility and execution Learn how to create the objectives measures targets and strategic initiatives that can make your plan a reality Use the latest change management techniques to boost strategy execution success Gain the knowledge and tools you need to face your challenges head on Motivate your employees to change behaviors toward plan accommodation Making a plan isn t enough You must actually take steps to implement your plan and this requires excellent leadership skills Change can be hard and your organization may be resistant **Balanced Scorecard Evolution A Dynamic Approach to Strategy Execution** provides everything you need to make things happen **The Digital Transformation of Auditing and the Evolution of the Internal Audit** Nabyla Daidj,2022-10-18 The main objective of this book is to provide both academics and practitioners with a global vision of the evolution of internal auditing in a fast changing business landscape driven by digital transformation Digital transformation has been first associated with the emergence and the development of new technologies artificial intelligence blockchain cloud computing data analytics predictive analytics robotic process automation IOT drones etc Beyond the technological dimensions this transformation has several impacts on businesses organizations and processes and raises several questions for auditing activities This book explores how digitalization not only has an impact on the audit environment but also on internal audit practices and methodologies information technology IT information system IS audit IT governance and risk management The auditing profession also has to face the same challenges Auditors should develop new skills To continue to provide high quality service in such an environment the methodologies the process and the tools used for conducting an audit have progressively changed from those applied to the traditional audit Internal audit as a key strategic function must evolve too Finally the book also investigates the impact of the COVID 19 pandemic on internal auditing The author highlights the need for a new vision and renewed forecasting tools The post COVID 19 business and corporate world has changed Internal

audit as a key strategic function must evolve too

**Sales Management** John B Ford, Earl Honeycutt, Antonis

Simintiras, 2003-12-08 As sales managers are encouraged to manage increasingly global territories the art of selling becomes complicated and the rules of negotiation more diverse This absorbing book considers the many facets of cross cultural sales management to provide salespeople and managers with a guide to making the most of the global sales force Topics covered include cross cultural negotiations hiring training motivating and evaluating the international sales force Customer Relationship Management CRM sales territory design and management Included in the book are ten international case studies designed to give sales students salespeople and their managers an explanation of diverse cultures and the dilemmas situations and opportunities that arise when selling across borders The experienced international authors have brought together the most up to date information on the global marketplace a subject neglected by many other texts While still tackling sales from a managerial perspective its cross cultural approach makes it essential reading for those wishing to succeed in global sales

*Operational Excellence* James Martin, 2021-01-27 Operational Excellence Second Edition

Breakthrough Strategies for Improving Customer Experience and Productivity brings together leading edge tools methods and concepts to provide process improvement experts a reference to improve their organization s quality productivity and customer service operations Its major topics include alignment of strategy to the design of supporting systems to meet customer expectations manage capacity and improve performance It provides a concise and practical reference for operational excellence Its fourteen chapters lead a reader through the latest tools methods and concepts currently used to capture voice of customers partners and other stakeholders new strategies for the application of Lean Six Sigma as well as product and service design across diverse industries including manufacturing to financial services This book operates from three premises Organizations can increase competitiveness in an era of globalization through the application of voice of applications Design Thinking the integration of the Information Technology Ecosystem s new tools and methods integrated with proven Lean and Six Sigma applications Operational performance correlates to an organization s financial operational and resultant productivity as well as with shareholder economic value add EVA metrics and can be measured and improved using the methods in this book Value adding activities and disciplines discussed are global and applicable to every organization A PRACTICAL TOOL FOR REAL WORLD APPLICATION New topics are introduced in the second edition These include Design Thinking the voice of Information Technology Ecosystems Big Data applications and Robotic Process Automation Key topics from the first edition remain These include Design for Six Sigma DFSS Lean and Six Sigma methods productivity analysis operational assessments project management and other supporting topics Each chapter contains tools and methods that will help readers identify areas for operational improvements It contains 300 figures tables and checklists to help increase organizational productivity Practical examples are integrated through the book

*Contemporary*

*Approaches of Digital Marketing and the Role of Machine Intelligence* Munna, Afzal Sayed, Shaikh, Md Sadeque Imam, Kazi,

Baha Uddin,2023-08-01 Digital marketing emerged as a natural response by companies and vendors to leverage and benefit from the significant consumer concentration on digital channels This proliferation of IT applications and the enormous presence of customers in digital channels generate a large number of products and customer data Machine learning and artificial intelligence are game changing techniques in digital marketing to analyze this data This analysis helps marketers to personalize the sales tools toward individuals optimize their operations and minimize expenditure Contemporary Approaches of Digital Marketing and the Role of Machine Intelligence demonstrates relevant theories of digital marketing along with tools techniques methods and strategies It also identifies the research gaps for effective digital marketing tools techniques and methods and builds a bridge between digital marketing strategies and business plans for organizations Covering topics such as digital marketing metaverse and visitor experience this premier reference source is an essential resource for business leaders and managers marketers IT managers data analysts social media analysts students and educators of higher education researchers and academicians

*Strategic Management in the Innovation Economy* Thomas H. Davenport,Marius Leibold,Sven C. Voelpel,2007-06-27 Innovative ruptures of traditional boundaries in value chains are requiring companies to rethink how they go to market what they need to own what they need to retain and innovate as core competencies and how they innovatively deal with suppliers and customers The key message of the book is that the new knowledge networked innovation economy requires a totally different strategic management mindset approach and toolbox and its major value added is a new strategic management approach and toolbox for the innovation economy a poised strategy approach Designed for both managers and advanced business students the book provides a unique combination of new management theory selected managerial articles by prominent scholars such as Clayton Christensen Henry Chesbrough Sumantra Ghoshal Quinn Mills and Peter Senge and a wide array of real world case examples including GE Shell IBM HP BRL Hardy P G Southwest Airlines and McGraw Hill within the dynamics of industries such as airlines energy telecommunications wine beverages and computing The authors illustrate powerful new strategic innovation concepts and tools such as poised strategy for managing multiple business models poised strategy scorecards moving beyond the well known balanced scorecard the wheel of business model reinvention and organizational rejuvenation methods The book includes the concepts of Poised Strategic Management Organizational Rejuvenation Business Models as Platform for Strategy Poised Scorecards Identifying Sources of Innovation in Business Ecosystems

The Marketer's Handbook Laurie Young,2011-04-22 This book written by a senior marketer with over thirty years experience of using marketing techniques and concepts sets out to describe contextualize and rate them Its prime emphasis is on understanding their status so that they can be used to direct the use of shareholder funds effectively Its conclusion is that seasoned professionals must use their judgement about when and how to use them but they also need to understand them in depth if they are going to make well rounded effective investment decisions Above all it asks how useful and relevant is this concept Will it improve decision making Does the damn thing have any credibility and



does it work This book combines a rigorous review of a wide range of marketing concepts with many practical examples and case studies It can be read or dipped into both by seasoned professionals and by those just embarking on their marketing career Sir Paul Judge President Chartered Institute of Marketing Laurie Young casts an experienced and skeptical eye on many cherished marketing concepts and techniques He provides an antidote to the tendency to adopt them without understanding their limitations and possibilities Professor George Day The Wharton School Chairman of the American Marketing Association Laurie Young has produced nothing less than the A Z of marketing He has journeyed far and wide mapping out hundreds of business marketing and communications models to produce an extremely useful industry atlas Certainly it will find a well thumbed home on my bookshelf Hamish Pringle Director General Institute of Practitioners in Advertising This book is much needed by marketing Its value is in challenging concepts some of which have been the accepted norm for a long time But as this book shows some of these may no longer be relevant and appropriate for marketers in today s consumer environment Mike Johnston CEO Dairy Council of Northern Ireland and former Chairman of the Chartered Institute of Marketing Senior marketers like those who make up the membership of the Marketing Society hone the methods and techniques they favour as their career develops Laurie Young clearly did that and an experienced voice shines through this critique It is heartening to find that so many concepts have a long history of producing real value for businesses but alarming to find so many of the theorists favourites to be so groundless Hugh Burkitt CEO The Marketing Society

Eventually, you will entirely discover a other experience and attainment by spending more cash. nevertheless when? pull off you put up with that you require to acquire those all needs taking into consideration having significantly cash? Why dont you attempt to acquire something basic in the beginning? Thats something that will lead you to comprehend even more regarding the globe, experience, some places, once history, amusement, and a lot more?

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