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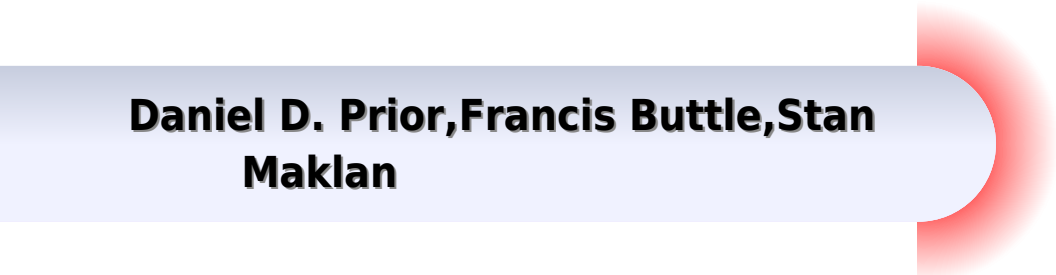
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Daniel D. Prior, Francis Buttle, and Stan Maklan



Customer Relationship Management Textbook

**Daniel D. Prior, Francis Buttle, Stan
Maklan**



Customer Relationship Management Textbook:

Customer Relationship Management Daniel D. Prior, Francis Buttle, Stan Maklan, 2024-01-23 This highly regarded textbook provides the definitive account of Customer Relationship Management CRM concepts applications and technologies focusing on how companies can create and maintain mutually beneficial relationships with customers Readers will gain a thorough understanding of the conceptual foundations of CRM see CRM in practice through illustrative case examples and exercises and understand how to organise customer data gathering analysis and presentation for decision making The book achieves these outcomes by first considering strategic CRM before moving into operational CRM and finally onto analytical aspects of CRM The fifth edition has been fully updated to include A series of new case examples to illustrate CRM within various regional and industrial contexts including those relevant to large medium and small enterprises A series of new exercises and discussion questions to help readers understand CRM concepts and to support pedagogical processes particularly in higher education environments A greater emphasis on managerial applications of CRM through new content to help guide managers An updated account of new and emerging technologies relevant to CRM Expanded coverage of customer experience CX customer engagement CE and customer journey management CJM Customer Relationship Management is essential reading for advanced undergraduate and postgraduate students studying CRM Sales Management Customer Experience Management and Relationship Marketing as well as executives who oversee CRM functions Online resources include an Instructor's Manual chapter by chapter PowerPoint slides and a bank of exam questions

Customer Relationship Management Francis Buttle, Stan Maklan, 2015 This much anticipated new edition of the bestseller Customer Relationship Management provides a comprehensive and balanced review of CRM now with substantial revisions responding to the recent changes in CRM practice The book explains what CRM is the benefits it delivers the contexts in which it is used the technologies that are deployed and how it can be implemented Both theoretically sound and managerially relevant the book draws on academic and independent research from a wide range of disciplines including IS HR project management finance strategy and more Buttle and Maklan clearly and without jargon explain how CRM can be used throughout the customer life cycle stages of customer acquisition retention and development The book is illustrated liberally with screenshots from CRM software applications and case illustrations of CRM in practice NEW TO THIS EDITION Updated instructor support materials online Full colour interior Brand new international case illustrations from many industry settings Substantial revisions throughout including new content on o Social media and social CRM o Big data and unstructured data o Recent advances in analytical CRM including next best action solutions o Marketing sales and service automation o Customer self service technologies o Making the business case and realising the benefits of investment in CRM Ideal as a core textbook by students on CRM or related courses such as relationship marketing database marketing or key account management the book is equally valuable to industry professionals managers involved in CRM programs and those pursuing professional

qualifications or accreditation in marketing sales or service management

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Francis Buttle, 2008-10-23 This definitive textbook explains what CRM is the benefits it delivers the contexts in which it is used how it can be implemented and how CRM technologies can be deployed to support customer management strategies and objectives It also looks comprehensively at how CRM can be used throughout the customer life cycle stages of customer acquisition retention and development and how the management disciplines marketing sales IT change management human resource customer service accounting and strategic management are implicated in this This completely revised edition also includes A Tutor Resource pack available to instructors who adopt this text Case examples illustrating CRM in practice Screenshots of CRM software applications and reviews of technology applications deployed in marketing sales and customer service Student readers will enjoy the logical structure easy accessibility and case illustrations Managers will appreciate the book's freedom from CRM vendor and consultant bias and the independent guidance it provides to those involved in CRM programs and system implementations This second edition has been completely revised and updated with eight new chapters

Customer Relationship Management V. Kumar, Werner Reinartz, 2018-05-15 This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today It helps readers obtain a comprehensive grasp of CRM strategy concepts and tools and provides all the necessary steps in managing profitable customer relationships Throughout the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions Exhaustive case studies mini cases and real world illustrations under the title CRM at Work all ensure that the material is both highly accessible and applicable and help to address key managerial issues stimulate thinking and encourage problem solving The book is a comprehensive and up to date learning companion for advanced undergraduate students master's degree students and executives who want a detailed and conceptually sound insight into the field of CRM The new edition provides an updated perspective on the latest research results and incorporates the impact of the digital transformation on the CRM domain

Customer Relationship Management Simon Knox, Adrian

Payne, Lynette Ryals, Stan Maklan, Joe Peppard, 2007-06-01 Customer Relationship Management presents a ground breaking strategic framework for successful CRM policy Built around Professor Payne's five key processes the book demonstrates a systematic management progression that will guarantee the maximum impact and efficiency of a CRM programme The book backs up these five processes strategy development value creation channel and media integration information management and performance assessment with 16 best practice case studies which set the universal theory in a specific practical context These feature a range of companies including Orange Britannia Homebase Canada Life Sun Microsystems Natwest Sears Roebuck Co Nortel Networks and Siemens The book concludes with interviews from four thought leaders offering a futures vision forum for CRM Customer Relationship Management is a vital instrument for anyone who needs to know how to develop and measure effective CRM within an organization It includes overviews and key learning points preceding each

case study and a summary chapter to draw out the most salient lessons from CRM best practices For practitioner or academic alike this is essential reading *Customer Relationship Management* Francis Buttle, 2004 Customer Relationship Management Concepts and Tools is a breakthrough book that makes transparent the complexities of customer relationship management The book views customer relationship management as the core business strategy that integrates internal processes and functions and external networks to create and deliver value to targeted customers at a profit Customer relationship management is grounded on high quality customer data and enabled by information technology The book is a comprehensive and fully developed textbook on customer relationship management Although it shows the r

Customer Relationship Management Lakshman Jha, 2008 A managers whether brand new to their positions or well established in the corporate hierarchy can use a little brushing up now and then As customer loyalty increasingly becomes a thing of the past customer relationship management CRM has become one today's hottest topics Customer relationships management A strategic approach supplies easy to apply solutions to common CRM problems including how to maximize impact from CRM technology which data warehousing techniques are most effective and how to create and manage both short and long term relationships This book acquaints student focuses on the strategic side of customer relationship management The text provides students with and understanding of customer relationship management and its applications in the business fields of marketing and sales Customer Relationship Management Francis Buttle, Stan Maklan, 2019-04-24 Customer Relationship Management Fourth Edition continues to be the go to CRM guide explaining with unrivalled clarity what CRM is its uses benefits and implementation Buttle and Maklan take a managerial perspective to track the role of CRM throughout the customer journey stages of acquisition retention and development Theoretically sound and managerially relevant the book is liberally illustrated with examples of technology applications that support marketing sales and service teams as they interact with customers but assumes no deep technical knowledge on the reader's part The book is structured around three core types of CRM strategic operational and analytical and throughout each chapter case illustrations of CRM in practice and images of CRM software demystify the technicalities Ideal as a core textbook for advanced undergraduate and postgraduate students on CRM or related courses such as relationship marketing digital marketing customer experience management or key account management the book is equally valuable to industry professionals managers involved in CRM programs and those pursuing professional qualifications or accreditation in marketing sales or service management NEW TO THIS EDITION New and updated international case illustrations throughout New and updated screenshots from CRM applications Fully updated to reflect the evolving CRM landscape including extended coverage of Big data and its influence on CRM Artificial intelligence AI Advances in CRM analytics The relationships between CRM and customer experience management The role of social media in customer management strategy Real time marketing Chatbots and innovative customer self service Privacy and data security Updated lecturer support materials online Customer Relationship Management Judith

W. Kincaid, 2003 An ETHS graduate of 1962 provides a blueprint for customer relationship management in business and technical organizations **Customer Relationship Management** V. Venkata Ramana, G. Somayajulu, 2004-05-01 The nineties have heralded many revolutionary changes in the economy worldwide. Competition has driven organizations to constantly seek new ways and methods to identify, serve and satisfy customers better and thereby improve profitability. A transformation from 4P's (Product, Price, Place, Promotion) to the 4C's (Customer, Cost, Convenience, Communication) has embarked upon a new ideology of customer luxury. Hence managing relationships with customers has become a critical organizational competency. This book attempts to provide the nature, concept and implementation of CRM practices and methodologies as applicable to the different organizations. The book is divided into three parts. Part I of the book provides a conceptual framework, application of CRM in banking, financial and services sectors. Part II deals with the e-CRM concepts and implementation issues involved and its relevance to the different sectors. Part III consists of case studies of organizations which have implemented CRM. Especially developed to cater to the academic needs of Post Graduate students, it is an ideal reference manual for faculty and researchers as well. Practicing managers will find it interesting to read and effective to adopt.

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