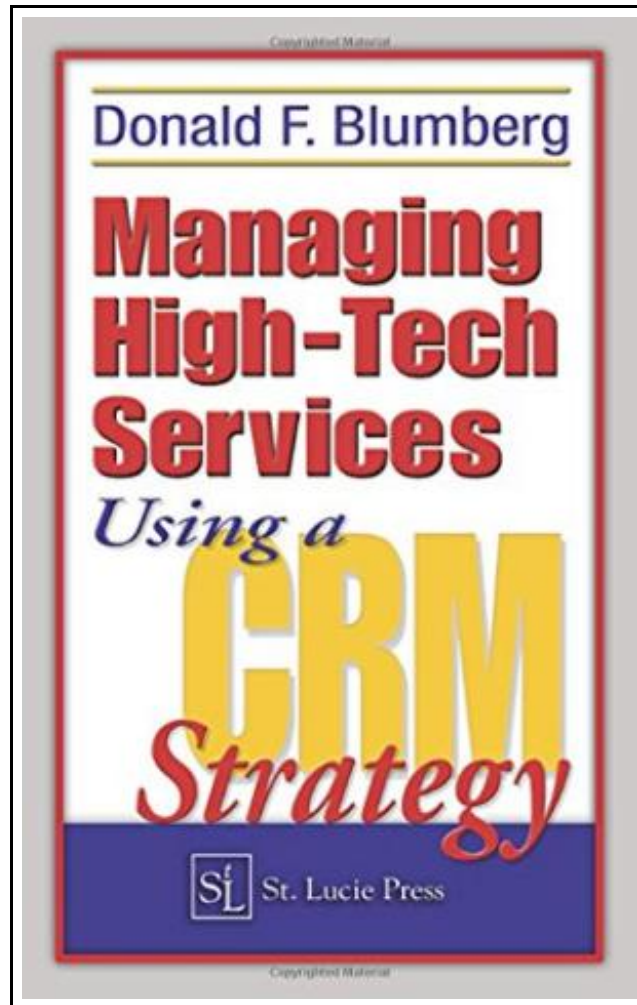


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Taylor Francis Ltd, United Kingdom, 2002. Hardback. Book Condition: New. New.. 241 x 163 mm. Language: English . Brand New Book. As high-tech service industries grow more competitive, the need to develop customer focused business strategies becomes imperative. Managing High-Tech Services Using a CRM Strategy explores how to manage and direct any service organization utilizing a high tech strategy supported by the Customer Relationship Management (CRM) infrastructure, enabling you to gain and retain a competitive edge for your company. This book highlights issues and problem-solving applications including: * The correct business model for service and how it differs from a product oriented model * The key factors, elements, and dynamics influencing the success and failure of service organizations * Development, implementation, and rollout of a superior service operation on either a standalone basis or in support of a product or manufacturing business * The integration of service delivery mechanisms and relevant data on a real-time basis * Using CRM databases to measure customer satisfaction and quality * Supporting CRM efforts with state-of-the-art wireless technologies * Estimating the cost of CRM efforts and measuring the results This volume provides a fresh and incisive look at how to successfully manage service businesses. The author shows you how to rethink the basic service business model and the key operational dynamics in order to optimize your service business, both strategically and tactically, generating significantly increased top line revenues and bottom line profitability. A core element of this overall customer strategy is CRM, which gives you the tools, systems, and infrastructure you need to get and stay ahead in today s hyper competitive business environment.



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