



Die Reaktion der Kunden auf outgesourcte CRM-Prozesse

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Condition: New. Publisher/Verlag: AV Akademikerverlag | Interne Sales Force vs. Externe Sales Force | "Nur zufriedene Kunden bleiben Kunden - und empfehlen uns weiter." Dieses Zitat beschreibt auf einfache und klare Weise das oberste Ziel einer jeden Interaktion mit Kunden - die Kundenzufriedenheit und Kundenbindung! Finanzielle Gegebenheiten erlauben es jedoch nur selten uneingeschränkt auf Kundenbedürfnisse Rücksicht zu nehmen. Was also passiert, wenn Teile des Kundenbeziehungsmanagements im Zuge von effizienzsteigernden Maßnahmen ausgelagert - also outgesourct - werden? Nimmt das Klientel wirklich jede Veränderung in gewohnten 'Customer Relationship Management' Maßnahmen als negativ wahr? Worauf kommt es den Kunden wirklich an? Dieses Buch beschreibt die Grundsätze von Outsourcing und Customer Relationship Management und setzt sich mit der Frage auseinander, ob das Ziel von CRM Prozessen - nämlich die Zufriedenheit und Bindung der Kunden an ein Unternehmen, trotz Outsourcings dieser Prozesse - erreicht werden kann. | Format: Paperback | 160 gr | 220x150x6 mm | 108 pp.



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