



Valoriser la relation client avec une stratégie CRM adaptée

By Antoine Delers

50 Minutes Sep 2015, 2015. Taschenbuch. Book Condition: Neu. 203x127x2 mm. This item is printed on demand - Print on Demand Neuware - Un guide pratique et accessible pour tout savoir sur le CRM ou la gestion de la relation client Vos clients vous lâchent les uns après les autres Ou bien vous n'arrivez pas à en convertir de nouveaux Actuellement, puisque répondre aux requêtes exigeantes de ses derniers semble la clé de réussite de toute entreprise, pourquoi ne pas adopter une approche CRM (Customer Relationship Management) adaptée Incontournable, cet outil complet risque bien de changer votre manière d'appréhender les contacts avec vos clients et ce, pour le plus grand plaisir de tous : en augmentant leur satisfaction vous vous assurez parallèlement un meilleur rendement ! Ce livre vous aidera à : . Maîtriser les bases du CRM . Imaginer une stratégie efficace . Élargir et fidéliser votre clientèle . Et bien plus encore ! Le mot de l'éditeur : « Avec l'auteur, Antoine Delers, nous avons cherché à sensibiliser les lecteurs à l'importance que revêt la gestion de la relation client afin qu'ils parviennent à élargir et fidéliser leur cible. » Juliette Nève À PROPOS DE LA SÉRIE 50MINUTES...



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