



Managing High-Tech Services Using a CRM Strategy (Hardback)

By Donald F. Blumberg

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....



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