

Zero Defections: Quality Comes to Services

By Frederic F. Reichheld and W. Earl Sasser, Jr.

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담당 교수: 박 명섭 교수님

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Reichheld And Sasser Zero Defections Quality Comes To

Robert Franz



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Managing Customer Relationships Don Peppers, Martha Rogers, 2004-04-28 In today's competitive marketplace customer relationship management is critical to a company's profitability and long term success To become more customer focused skilled managers IT professionals and marketing executives must understand how to build profitable relationships with each customer and to make managerial decisions every day designed to increase the value of a company by making managerial decisions that will grow the value of the customer base The goal is to build long term relationships with customers and generate increased customer loyalty and higher margins In *Managing Customer Relationships* Don Peppers and Martha Rogers credited with founding the customer relationship revolution in 1993 when they invented the term one to one marketing provide the definitive overview of what it takes to keep customers coming back for years to come Presenting a comprehensive framework for customer relationship management *Managing Customer Relationships* provides CEOs CFOs CIOs CMOs privacy officers human resources managers marketing executives sales teams distribution managers professors and students with a logical overview of the background the methodology and the particulars of managing customer relationships for competitive advantage Here renowned customer relationship management pioneers Peppers and Rogers incorporate many of the principles of individualized customer relationships that they are best known for including a complete overview of the background and history of the subject relationship theory IDIC Identify Differentiate Interact Customize methodology metrics data management customer management company organization channel issues and the store of the future One of the first books designed to develop an understanding of the pedagogy of managing customer relationships with an emphasis on customer strategies and building customer value *Managing Customer Relationships* features Pioneering theories and principles of individualized customer relationships An overview of relationship theory Contributions from such revolutionary leaders as Philip Kotler Esther Dyson Geoffrey Moore and Seth Godin Guidelines for identifying customers and differentiating them by value and need Tips for using the tools of interactivity and customization to build learning relationships Coverage of the importance of privacy and customer feedback Advice for measuring the success of customer based initiatives The future and evolution of retailing An appendix that examines the qualities needed in a firm's customer relationship leaders and that provides fundamental tools for embarking on a career in managing customer relationships or helping a company use customer value as the basis for executive decisions The techniques in *Managing Customer Relationships* can help any company sharpen its competitive advantage

Handbuch Handel Joachim Zentes, 2008-05-08 Namhafte Wissenschaftler und Berater sowie hochkarätige Vertreter der Unternehmenspraxis beleuchten in 46 Beiträgen die wesentlichen Entwicklungstendenzen im Handel vorrangig im Einzelhandel aus einer internationalen Perspektive und nehmen Stellung zu Erscheinungsformen Rahmenbedingungen Einflussfaktoren nationalen und regionalen Strukturen und Besonderheiten strategischen Strömungen und Konzepten Betriebs und Vertriebstypen Handelsmarketing Beschaffungs und Supply Chain Management

Corporate Management sowie Handel und Innenstadt **Vertrauensbildung in Kundenbeziehungen** Alexander Lorbeer, 2013-03-08 Alexander Lorbeer untersucht wie Kundenbeziehungen entstehen und sich entwickeln wie sich Vertrauen in den Kontext von Kundenbeziehungen einordnen lässt und welchen Stellenwert es hat welches die wesentlichen Determinanten der Vertrauensbildung sind wie sich Vertrauen im Zeitablauf einer Beziehung entwickelt und welche Implikationen sich für das Marketing ableiten lassen *Verbesserung der Servicequalität im Dienstleistungssektor durch die Kundenkontaktpunktanalyse* Robert Franz, 2011 In den letzten Jahren führte eine Verstärkung der Wettbewerbsintensität in vielen Dienstleistungsunternehmen zu sinkenden Gewinnen Dadurch wird es in diesem Sektor immer schwieriger die Ergebnisse und Wachstumsraten der Vergangenheit zu bertreffen oder einfach nur aufrecht zu erhalten Angesichts dieser Rahmenbedingungen rückt die Fokussierung auf die langfristige Bindung des bestehenden Kundenstamms und dessen Zufriedenheit mit der Dienstleistung an Stelle der Gewinnung von neuen Kunden in das Zentrum der marktpolitischen berlegungen Der Autor erl utert im ersten Teil die Begriffe Dienstleistung Kundenzufriedenheit und Kundenbindung und stellt den Zusammenhang dieser Begriffe dar Sie bilden die Basis für das Konstrukt der Kundenkontaktpunktanalyse welche im Anschluss erkl rt und im zweiten Teil dieser Arbeit am Beispiel einer Fitnessanlage angewendet wird **Private Banking und Family Office** Dirk Farkas-Richling, Thomas R. Fischer, Andreas Richter, 2012-07-17 Private Banking und Family Office sind wichtige Gesch ftsfelder in Banken und Steuerkanzleien Berater in diesem Bereich m ssen individuell auf die anspruchsvolle Kundschaft eingehen Zu einzelnen Anlageformen sollten sie ebenso Auskunft geben k nnen wie zu Erbschafts und Stiftungsfragen Die Neuauflage informiert umfassend ber den Markt in Deutschland sterreich und der Schweiz die Gesch ftsmodelle Beratungsleistungen und Produkte die rechtlichen und steuerlichen Rahmenbedingungen Kundenrückgewinnungsmanagement im stationären Einzelhandel Falk Ritschel, 2012-02-02 Falk Ritschel untersucht die Umsetzung eines strategischen Kundenr ckgewinnungsmanagements im station ren Einzelhandel Dazu wird der klassische Prozess der Kundenr ckgewinnung unter Ber cksichtigung der Besonderheiten des station ren Einzelhandels erweitert und empirisch belegt *Direktvertrieb kundenindividueller Finanzdienstleistungen* Mark Roemer, 2013-03-08 Der Direktvertrieb stellt eine neue Methode für den Absatz von Finanzdienstleistungen dar eine kundenindividuelle Beratung erfolgt im Direktvertrieb derzeit nur selten Vor dem Hintergrund des Beratungsbedarfs vieler Kunden untersucht der Autor ob mittels Direktvertrieb auch beratungsintensive und kundenindividuell ma geschneiderte Finanzdienstleistungen absetzbar sind Ihm gelingt der Nachweis da der Direktvertrieb auch hier für geeignet ist und ein erhebliches Potential zur Erreichung der Absatzziele besitzt Dar ber hinaus kann er Gestaltungshinweise für das Informationssystem ableiten Das Buch gibt wichtige Empfehlungen für Leistungsgestaltung und absatz sowie zur Nutzung des Internet und Realisierung der notwendigen Systemunterst tzung **Verhaltenswissenschaftliche Determinanten der Spenderbindung** Julia Naskrent, 2010 Das Konzept der Spenderbindung ist trotz der finanziellen Herausforderungen der Nonprofit Organisationen sowohl in der Praxis

als auch in der Forschung bisher vernachlässigt worden Vor diesem Hintergrund untersucht die Arbeit welche Faktoren dazu beitragen dass Spender sich loyal gegen über einer Nonprofit Organisation verhalten und ihre finanzielle Unterstützung aufrechterhalten Hierzu werden Determinanten der Spenderbindung identifiziert und in einen theoretischen Bezugsrahmen eingebunden sowie Interdependenzen analysiert Eine empirische Untersuchung sowie Fokusgruppen und Experteninterviews validieren die vermuteten Wirkungsbeziehungen Auf Basis dieser Erkenntnisse lassen sich Handlungsempfehlungen für die Fundraising Praxis ableiten Die Arbeit stellt zwei strategische Ansatzpunkte des Spenderbindungsmanagement vor und erörtert spezifische Maßnahmen und Instrumente

Kundenbindung durch Weiterempfehlung Ina Garnefeld,2009-02-04 In durchgeführten Experimenten konnte Ina Garnefeld den Einfluss der Abgabe einer positiven Kundenempfehlung auf die Einstellung und verhaltensbasierte Kundenbindung des Empfehlenden nachweisen Kundenempfehlungen stellen somit nicht nur ein effektives Instrument zur Neukundengewinnung dar sondern können auch der Kundenbindung dienen

CRM mit Mitarbeitern erfolgreich umsetzen Anne Katrin Neumann,2014-05-05 Zur erfolgreichen Umsetzung des ganzheitlichen Managementkonzepts Customer Relationship Management CRM müssen insbesondere Mitarbeiter von Projektbeginn an berücksichtigt werden Anne Katrin Neumann bietet eine strukturierte Darstellung der zentralen Inhalte Ziele und Erfolgsvoraussetzungen von CRM Am Beispiel der Finanzdienstleistungsbranche analysiert sie welche Aufgaben Mitarbeiter im Front und Back Office erfüllen müssen damit ein CRM Projekt gelingt Die Autorin stellt fest dass Mitarbeiter an der Kundenschnittstelle zur Erfüllung der im CRM geforderten Kundenorientierung Interaktionsarbeit leisten Damit Unternehmen das Potenzial von CRM realisieren können werden Maßnahmen zum optimalen Umgang mit Mitarbeitern im CRM entwickelt Zusätzlich werden relevante Mitarbeiterkompetenzen abgeleitet

Einsatz von Customer Relationship Management-Systemen Heiko Müller,2013-03-08 Heiko Müller untersucht folgende Themen in der Praxis vorherrschende Gestaltungsformen von CRM Aktivitäten Auswirkungen von Umweltvariablen Unternehmensressourcen und Kundenstrukturen auf die Gestaltung von CRM Prozessen Einfluss des Ausmaßes dieser CRM Aktivitäten auf den Markt und Unternehmenserfolg

Konsequenzen der Prämieeinlösung in Kundenbindungsprogrammen Marc Schnöring,2015-11-19 Auf Basis verhaltenswissenschaftlicher Theorien leitet Marc Schnöring Hypothesen zur Wirkung der Prämieeinlösung auf die Kundenbindung ab Er überprüft diese mittels einer Feldstudie mit realen Verhaltensdaten und eines Laborexperiments empirisch Der Autor weist den positiven Einfluss der Prämieeinlösung auf die Kundenbindung nach und zeigt dass der Effekt der Prämieeinlösung von bestimmten Kundencharakteristika sowie von dem relativen Anteil der eingelösten Prämienpunkte abhängt

Kundenorientierte Unternehmensführung Hans-H. Hinterhuber,Kurt Matzler,2009-03-04 Renommierete Experten skizzieren die Eckpfeiler der am Kunden ausgerichteten Unternehmung und zeigen die Anwendung von Instrumenten und Methoden mit deren Hilfe sich Unternehmen am Markt profilieren können Das Buch beinhaltet eine kompakte und übersichtliche Darstellung sowie kritische Diskussionen aktueller Konzepte und neuer Instrumente im Bereich

der kundenorientierten Unternehmensführung In der 6. Auflage wurden die Beiträge bearbeitet oder ersetzt. Neue Entwicklungen wurden integriert **Zielorientiertes Management von Fußballunternehmen** Michael

Schilhaneck, 2008-07-21 Michael Schilhaneck begründet das Marken- sowie das Kundenbindungsmanagement als ökonomisch erfolgsrelevante Managementbereiche von Fußballunternehmen. Er formuliert Leitziele und erarbeitet Managementkonzepte zu deren Umsetzung, die er abschließend praktisch evaluiert. *Loyalität von Bankkunden*, 2013-07-01 Der Autor untersucht

warum sich Privatkunden von Banken ihrem Institut gegenüber loyal verhalten. Er zeigt, dass die Kundenzufriedenheit die Loyalität weitaus stärker beeinflusst als das Vertrauen des Kunden oder auch dessen Bequemlichkeit. *Kundenbindung im*

Internet Nikolai Lihotzky, 2013-10-05 Nikolai Lihotzky identifiziert mögliche Maßnahmen zur Kundenbindung und ermittelt ihre Wirksamkeit, wobei die klassische Geschäftsbeziehungs- und Kundenbindungsforschung einerseits und die Spezifika der Internetökonomie andererseits als Ausgangspunkte dienen. *Electronic Relationship Marketing im Bankgeschäft*

Sonja-Maria Salmen, 2013-12-14 Mit digitaler Nähe Kundenbeziehungen festigen und Kosten senken. Von besonderem Nutzen sind die eindrucksvollen Untersuchungen zu den Einsatzpotenzialen von Electronic Customer Care Technologien.

Kundenrückgewinnung durch Direktmarketing Uwe Rutsatz, 2013-03-07 Uwe Rutsatz untersucht anhand umfangreicher empirischer und experimenteller Analysen für den Versandhandel, welche inaktiven Geschäftsbeziehungen wann in welchem Umfang und wie reaktiviert werden sollten. **Dialogkommunikation im Relationship Marketing**

Andreas Lischka, 2013-10-05 Andreas Lischka entwickelt eine Erfolgs- und Steuerungsgröße von Unternehmen: Kundeninteraktionen auf Grundlage einer Kosten-Nutzen-Analyse. **Der Kundenwert im Industriegütermarketing** Martin

Kunschert, 2019-02-02 Der Kundenwert und seine Einflussfaktoren sind in den letzten Jahren eingehend untersucht und erörtert worden. Für den Kundenwert im Industriegütermarketing ist dies nicht der Fall, obschon insbesondere im Industriegütermarketing Waren und Dienstleistungen mit einem höheren Wert vermarktet werden, als z. B. auf Konsumgütermärkten. Außerdem können kundenwertspezifische Einflussfaktoren durch die enge Interaktion zwischen Kunde und Anbieter viel genauer erfasst werden. In der vorliegenden konzeptionellen und empirischen Arbeit legt Martin Kunschert sämtliche Facetten des Kundenwerts dar. Zugleich liefert er ein praxistaugliches Instrumentarium zur Ermittlung von Kundenwerten sowie für das operative und strategische Kundenwertmanagement. Das Buch wendet sich an Wissenschaftler, Dozenten und Studenten aus dem wirtschaftswissenschaftlichen Bereich, Unternehmensberater sowie an Fach- und Führungskräfte in Unternehmen, die ein praxistaugliches Rezept zur Ermittlung und Management von Kundenwerten suchen.

Reichheld And Sasser Zero Defections Quality Comes To Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the power of words has are more evident than ever. They have the capacity to inspire, provoke, and ignite change. Such is the essence of the book **Reichheld And Sasser Zero Defections Quality Comes To**, a literary masterpiece that delves deep into the significance of words and their effect on our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book is key themes, examine its writing style, and analyze its overall effect on readers.

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