

Customer Centric Business Models, two steps beyond Customer Relation Management



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Reviews

It is fantastic and great. Sure, it is perform, nonetheless an amazing and interesting literature. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Conor Grant)

CUSTOMER CENTRIC BUSINESS MODELS, TWO STEPS BEYOND CUSTOMER RELATION MANAGEMENT

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Diplom.De Jan 2004, 2004. Taschenbuch. Book Condition: Neu. 210x148x9 mm. This item is printed on demand - Print on Demand Titel. Neuware - Master's Thesis from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, University of Applied Sciences Ludwigshafen (International Management Consulting), language: English, abstract: Inhaltsangabe:Abstract: The submitted dissertation critically discusses business models in the context of customer dimensions under uncertain market conditions. The following questions summarise the fields of investigation: How do business models adapt to rapidly changing and buyer driven markets What are the next two steps after Customer Relationship Management Can the gap in the process chain between Customer Relation Management and Supply Chain Management be bridged and how How can a method be developed in order to measure the current customer orientation of a company and to compare companies among each other Are customer oriented companies more profitable As a deductive research approach is used, beneath a small number of inductive elements, an investigation in both secondary and primary data is imperative. Subsequently a critical review of related literature along with a supporting inquiry is part of the dissertation. The scope of the work includes background information, the discussion of future business models as well as an empiric impression of customer orientation in German small and medium sized enterprises. The most significant conclusions can be recapitulated as follows: Simple customer orientation can lead to less innovation, furthermore to unprofitable business and in the worst case to the elimination of a company. Customer oriented strategy is about building processes that are able to react to any environmental or economical modification as fast as possible. The evolution of Customer Relation Management will lead to new customer driven and pulled business models, including innovative measurement methods like Return...

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