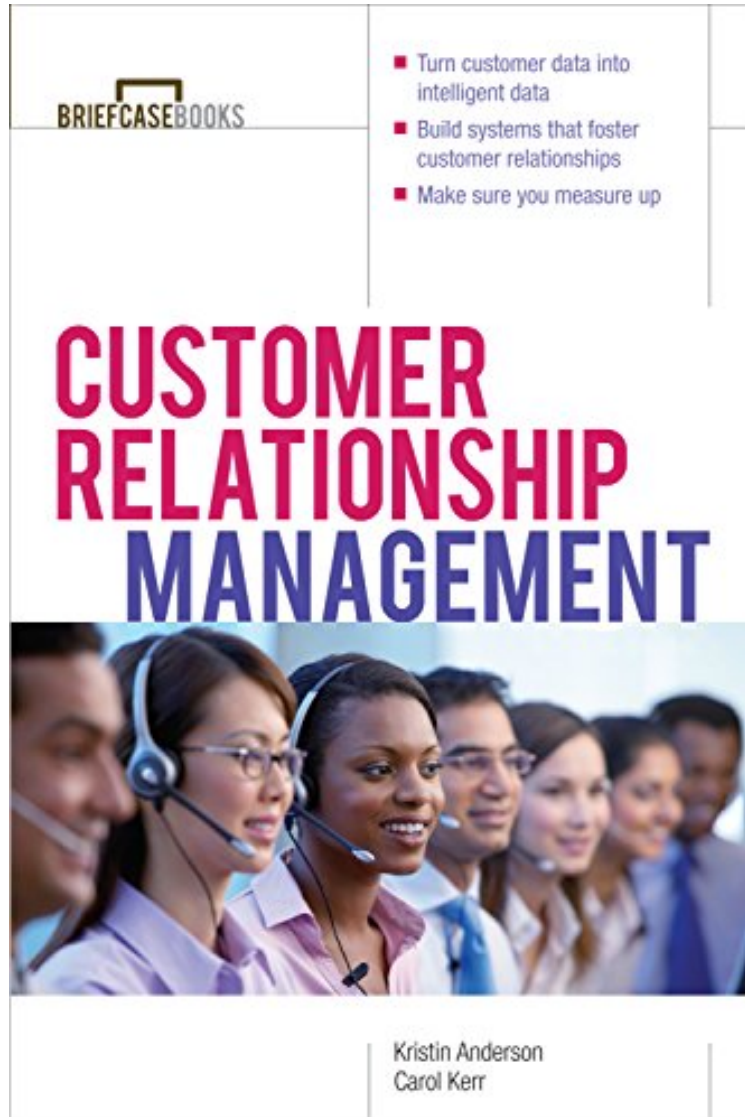


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Customer Relationship Management (Briefcase Books Series)

Kristin L. Anderson, Carol J. Kerr
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Kristin L. Anderson, Carol J. Kerr : Customer Relationship Management (Briefcase Books Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Customer Relationship Management (Briefcase Books Series):

0 of 0 people found the following review helpful. Five Stars By Louise M. Sassone Great. 9 of 9 people found the following review helpful. Practical CRM By A Customer I've looked through a number of books on CRM in an effort to get a better handle on the topic and to find a good process for teaching the concepts to employees in my company. I stumbled over Anderson Kerr's take on CRM and found what I was looking for. Anderson and Kerr have captured the essence of CRM in a very practical, hands-on way. They have great examples from their lives and (I assume) the lives

of their friends that adds texture and a realness that the other books I've looked at lacked. I really thought I understood CRM, but after reading this book I realized that I had missed the whole point -- Customer Relationship Management is about CUSTOMERS, not computers. Well worth the reading if you have anything to do with customers. 6 of 6 people found the following review helpful. Getting Past the Technology By A Customer Perhaps the best recommendation I can give for this book occurs in one of the many little tip boxes scattered throughout this treasure trove of ideas, tips and tricks of the trade. This particular tip box says simply "Strategy Isn't Technology ...people confuse strategy and technology ... Insist that CRM technologies be referred to as CRM tools. Ask how each tool supports your CRM strategy." This book provides the best antidote to that tendency we have today to mistake a software application for a full solution. Not only will this book show you how to get the most out of such CRM tools, but it also provides tips and ideas for managing the whole complex and essential business of Customer Relationship Management.

This reader-friendly series is a must read for all levels of managers. All managers, whether brand-new to their positions or well established in the corporate hierarchy, can use a little brushing-up now and then. The skills-based Briefcase Books Series is filled with ideas and strategies to help managers become more capable, efficient, effective, and valuable to their corporations. As customer loyalty increasingly becomes a thing of the past, customer relationship management (CRM) has become one of today's hottest topics. Customer Relationship Management supplies easy-to-apply solutions to common CRM problems, including how to maximize impact from CRM technology, which data warehousing techniques are most effective, and how to create and manage both short- and long-term relationships.

From the Back Cover Tips and Tools for Creating and Sustaining Profitable, Long-Term Customer Relationships In today's impersonal, arms-length marketplace, customer loyalty is rapidly becoming a thing of the past. Customer Relationship Management brings it back to the foreground, providing easy-to-apply solutions and strategies for establishing meaningful bonds with your customers and turning them into reliable, lifelong partners. This latest addition to McGraw-Hill's successful Briefcase Books series provides you with: Practical advice for choosing and implementing a CRM strategy A review of database tools for capturing and managing valuable customer information Proven techniques for translating an effective CRM strategy to the e-commerce environment Even as markets change, effective customer relationship management remains a question of knowing your customers, understanding their wants and needs, and establishing long-term, mutually beneficial relationships. Let Customer Relationship Management supply you with easy-to-apply solutions to your everyday CRM questions, and show you how to design a CRM approach that is responsive, flexible, and personalized to each customer. Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page: Clear, concise definitions of CRM terms and jargon Tips for being smart when managing difficult customer situations How-to hints of the pros for smooth, successful CRM efforts Practical advice to avoid mistakes when dealing with customers Warning signs for where things could go wrong Case studies of how others have achieved successful CRM Specific procedures for implementing CRM strategy About the Author Kristin L. Anderson (Minneapolis, MN) is a customer service consultant. Carol J. Kerr (Austin, TX) is a learning solutions consultant with Motorola.