

# Customer Relationship Management Systems Handbook

*Duane E. Sharp*

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## CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS HANDBOOK

**DUANE E. SHARP**

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**Duane E. Sharp : Customer Relationship Management Systems Handbook** before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer Relationship Management Systems Handbook:

4 of 4 people found the following review helpful. Blend of business and technical with more focus on technicalBy Mike TarraniThis book covers some of the business aspects of CRM, but is more slanted towards the technical underpinnings. This is not a criticism, but to set expectations. That said, there are many valuable business insights in the book, the best of which is the coverage of privacy issues, and the detailed case studies.For the more technically inclined reader the detailed discussions of data warehousing, data mining and analytical tools and techniques are accurate and up-to-date. I especially liked the focus on data quality, which is a much larger issue than many suspect. I also liked the 12-stage CRM strategy that is given.Overall, this is an excellent book for IT professionals who need to understand the high level technical issues, as well as the business ramifications of implementing and supporting a

CRM system. For IT management and business professionals I prefer "The CRM Handbook" by Jill Dycheacute;, which explains much of the technical material in business terms, and takes a stronger business perspective. However, that reflects my personal preferences and opinion - the bottom line is this book does an excellent job of covering the full spectrum of CRM and does so in easy to understand language.

The concept of customer relationship management (CRM) has grown from the loosely defined methodology of using customer transactions for developing profiles on customers to the well-defined business process of using sophisticated tools and analytical processes for managing each customer on an individual basis. CRM integrates e-mail and the PDA with the day planner, electronic scheduler, client database, and a number of other business management tools so you can create a single point from which to manage customer relationships. The Customer Relationship Management Systems Handbook provides a complete and detailed analysis of CRM, its origins, rationale, implementation strategies, core technologies, and benefits. The author takes readers through the evolution of CRM- from its early beginning as a tool for better managing and utilizing vast amounts of customer transaction data acquired in day-to-day transactions to today's sophisticated data warehouse-based systems. The text was researched, formatted, and written for IS professionals who need a full understanding of what is involved in the successful development and implementation of a CRM. To highlight the significant benefits of implementing CRM strategies, the book provides examples of successful CRM implementations from a broad range of business sectors. These implementations, presented in a case study format, demonstrate implementation processes, appropriate technologies, and vendor solutions that work. Wherever possible, illustrations are used to enhance the textual presentation. The complete analysis of CRM provided in the Customer Relationship Management Systems Handbook will enable you to accomplish what many businesses fail to do-put the customer first.