

## Implementing CRM systems



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### **Reviews**

*Very helpful to any or all category of men and women. It is definitely simplified but unexpected situations within the 50 % of your publication. I am very easily could possibly get a pleasure of reading a composed ebook.*

*(Dr. Therese Hartmann Sr.)*

## IMPLEMENTING CRM SYSTEMS



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Grin Verlag Jul 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 1,7, University of applied sciences, Munich, course: Customer Relationship Management, 7 entries in the bibliography, language: English, abstract: Investing in information technology without relevant questions or a plan for application can lead to the development of a very expensive toy that offers no return on investment. While the planning and implementation of the CRM projects are examined in this work, potential organisational problems and barriers in the attitude of involved employees are analyzed for each implementation phase. The foundation of an accurate CRM implementation is the adoption of a firm s strategy that should be designed to optimize both profitability and customer satisfaction. Many organisations today have discovered it is a mistake to think about CustomerRelationship Management (CRM) systems exclusively in technological terms. Acustomer focus without accurate information is similar to attempting to circumnavigatethe planet without a map.1 Investing in information technology without relevantquestions or a plan for application can lead to the development of a very expensive toythat offers no return on investment. While the planning and implementation of the CRMprojects are examined in this work, potential organisational problems and barriers in theattitude of involved employees are analyzed for each implementation phase. Thefoundation of an accurate CRM implementation is the adoption of a firm s strategy thatshould be designed to optimize both profitability and customer satisfaction.To realize CRM, organisations must foster behaviours and implement processes andtechnologies which support coordinated customer interactions throughout all customerchannels. In order to achieve this, organisations must develop the strategic andfunctional components of the CRM projects. The implementation of a CRM strategy isa...



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