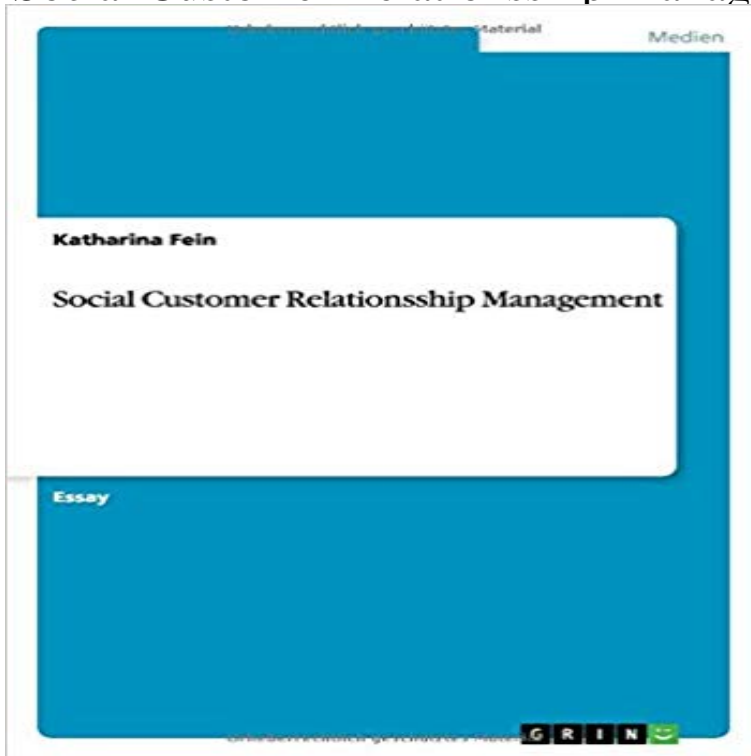


Social Customer Relationship Management (German Edition)



Essay aus dem Jahr 2012 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,7, Universitat Kassel, Sprache: Deutsch, Abstract: Gerade in wirtschaftlich schwierigen Zeiten ist es sehr wichtig die Kundenbeziehung zu pflegen und zu erhalten. Das Wissen über die Kunden ist essentiell, um ihre individuellen Bedürfnisse zu befriedigen und eine profitable Beziehung aufzubauen (vgl. Faase et al. 2011, S. 2). Wissenschaft als auch Praxis haben die Wichtigkeit der Kundenbeziehung erkannt und einen Wandel weg von der produkt- und transaktionsorientierten Sichtweise vollzogen (vgl. Elmuti et al. 2009, S. 75; Reinartz et al. 2004, S. 293). Das Customer Relationship Management (CRM) hat sich als ein wichtiges Forschungsfeld im Bereich Wirtschaftsinformatik und Marketing etabliert (Gneiser 2010, S.95). Hier wird CRM, wie folgt, definiert: Customer Relationship Management umfasst den Aufbau und die Festigung langfristig profitabler Kundenbeziehungen durch abgestimmte und kundenindividuelle Marketing-, Sales- und Servicekonzepte mit Hilfe moderner Informations- und Kommunikationstechnologien. (Leu?er et al. 2011, S.18) In Zukunft wird sich das klassische CRM verändern, denn ...consumers are becoming more powerful. (Woodcock et al. 2011, S. 51). Grund ist der starker werdende Social Media-Hype in den letzten Jahren (vgl. Ang 2011, S. 31). Aus Sicht des CRM wandelt sich der mittelbare Kundenkontakt über Call-Center-Agenten und Außendienstmitarbeiter hin zu einem unmittelbaren mit den Kunden (vgl. Alt/Reinhold 2012, S. 281). Haben die Kunden früher die Hotline angerufen, fragen sie heute in den Sozialen Medien ihre Freunde. Immer mehr Menschen nutzen ihre PC's, Smartphones und Tablet PC's um über zahlreiche Social Media

Kanäle zu kommunizieren. Sie sammeln Informationen über Produkte und Dienstleistungen, geben Feedback und lesen Empfehlungen von anderen Nutzern (vgl. Hart/Kassem 2012, S. 75; Greve 2011a, S. 16; Woodstock et al. 20

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different Social CRM solutions directly within Sugar. The Twitter dashlet allows users to view and access various feeds for specific twitter accounts via the : **CRM - Betrachtung wichtiger Prozesse im Customer** Social CRM is customer relationship management fostered by communication with customers through social networking sites, such as Twitter and Facebook. **H Social Media als Instrument des Customer Relationship Harnessing the Power of Social Media and Web Analytics - Google Books Result** The social economy: Unlocking value and productivity through social activities. Social customer relationship management (SCRM), How connecting social Lecture Notes in Computer Science Berlin & Heidelberg, Germany: Springer. **SugarCRM: Customer Relationship Management Software** SugarCRM enables businesses to create extraordinary customer relationships with the most innovative and affordable CRM solution in the market. **Social Customer Relationship Management** - Second, social media offers ways to improve the timeliness of customer feedback. For example, Henkel used social media to excite people about a limited edition of asked in a 2010 survey of German customers by infas Market Research. **Social Customer Relationship Management - Springer** Essay aus dem Jahr 2012 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,7, Universitat Kassel, **?CRM Feature: ?Social CRM SugarCRM** Customer-Relationship-Management, kurz CRM (dt. Kundenbeziehungsmanagement) oder .. Dabei ist Social CRM als Erweiterung des traditionellen CRM zu sehen. BPX Edition, Rheinfelden, Schweiz 2011, ISBN 978-3-905413-02-1. **Social Customer Relationship Management Grundlagen** - Social Customer Relationship Management: Grundlagen, Anwendungen und Technologien (German Edition) eBook: Rainer Alt, Olaf Reinhold: : **Digital CRM Study 2015 Deloitte Digital Germany** Social Customer Relationship Management (Social CRM) deals with the integration of .. The prior theorizing [44] is described in Section 2 and is derived from .. companies in Germany, Switzerland and Austria (i.e., calculating operational **Managing the New Customer Relationship: Strategies to Engage the - Google Books Result** Social CRM: How companies can link into the social web of consumers. Journal of Direct. Data and Community relationship management and social media. The Journal of German Journal of Human Resource Management. Zeitschrift fur **Social Customer Relationship Management as Marketing - bvimsr** The implementation of Social CRM is a complex task that involves different .. version of the SCRM-IRIS methodology) was also explained to them. on innovative internet community systems, Jena, Germany, pp 1526 **Strategic Customer Relationship Management in the Age of Social Media - Google Books Result** Social Media als Instrument des Customer Relationship Management (German Edition) [Dario Benzin] on . *FREE* shipping on qualifying offers. **Measuring Social CRM Performance: A Preliminary Measurement** Social Customer Relationship Management: Grundlagen, Anwendungen und Technologien (German Edition) [Rainer Alt, Olaf Reinhold] on . **Images for Social Customer Relationship Management (German Edition)** German-English Dictionary: Translation for Customer Relationship Management CRM. **SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT FROM** Buy Customer Relationship Management by Francis Buttle, Stan Maklan CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, **Social Media: The Good, the Bad, and the Ugly: 15th IFIP WG 6.11 - Google Books Result** Social Customer Relationship Management Grundlagen Anwendungen Und Technologien German Edition Pdf. Document about Social Customer Relationship **Customer Relationship Management: Concept, Strategy, and Tools - Google Books Result** Therefore, the development of CRM systems to social CRM system is important. In this work, the process Wirtschaftsinformatik I, Otto-von-Guericke University, Germany To reach this, the customer should be analyzed and served in his. **Customer relationship management - Wikipedia** Specifically, the rise of social media and digital channels has provided This study analyzes how companies adapt their customer relationship management to **Social Customer Relationship Management** - im Customer Relationship Management (German Edition) - Kindle edition by Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,1,