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BESCHWERDEMANAGEMENT IN DER BANKWIRTSCHAFT



Grin Verlag. Paperback Condition: New. 56 pages. Dimensions: 8.3in x 5.8in x 0.3in. Studienarbeit aus dem Jahr 2010 im Fachbereich BWL - Bank, Brse, Versicherung, Note: 1, 3, Hochschule fr Technik, Wirtschaft und Kultur Leipzig, Sprache: Deutsch, Abstract: In der Zeit des umfassenden globalen Wettbewerbs, der ebenfalls den Finanzdienstleistungsbereich betrifft, sind Mehrbankerverbindungen keine Ausnahme mehr. Dies zeigt die Bereitschaft der Konsumenten zum Bankenwechsel. Bereits 70 der Verbraucher halten Banken fr austauschbar. Um Kunden langfristig binden zu knnen, sollten Finanzinstitute kundenorientiert handeln...

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