

## Customer-Relationship-Management-Software Auswaehlen: Crm-Anbieter Und -Systeme Im Vergleich (Paperback)



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### **Reviews**

*Extensive manual for book fans. It really is simplified but surprises inside the fifty percent of your pdf. I realized this pdf from my dad and i advised this pdf to discover.*




*(Geoffrey Wiza)*

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On Demand Publishing, LLC-Create Space, 2017. Paperback. Condition: New. Mirjam Kienzle (illustrator). Language: German . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. In einer Zeit, in der über digitale Kanäle die Verfügbarkeit von Produkten und Dienstleistungen zu jeder Zeit an jedem Ort über unzählige Anbieter selbstverständlich geworden ist, wird Kundenloyalität sowohl für Händler als auch für Hersteller zunehmend zum Privileg. Dabei ist gerade eine gefestigte Beziehung zum Kunden der Schlüssel zum langfristigen Geschäftserfolg. Wie also gelingt Kundenbindung? Über eine gezielte Kundenausrichtung nach dem Prinzip Personalisierung statt Gießkanne lassen sich Kundenbeziehungen systematisch pflegen. Zur Dokumentation, Verwaltung und gewinnbringenden Aufbereitung der dafür benötigten Daten bedarf es jedoch der Unterstützung einer passenden CRM-Software. In unserem neuen Whitepaper Customer-Relationship- Management-Software auswählen geben wir einen Überblick über die grundlegenden Eigenschaften von Customer-Relationship-Management, einen Leitfaden für die Systemevaluation und einen ausführlichen Überblick der Systemanbieter am Markt. Betrachtet werden Lösungen für kleine und mittlere Unternehmen wie Sugar CRM, für mittlere und große Unternehmen wie SAP oder für alle Unternehmensgrößen wie Salesforce.

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