Fast Moving Consumer Goods Crm

Patrick De Pelsmacker, Maggie Geuens, Joeri van den Bergh

Building a Brand Image Through Electronic Customer Relationship Management Naim, Arshi, Kautish, Sandeep Kumar, 2022-06-30 Effective e-customer relationship management is imperative for increasing customer satisfaction, online sales, website patronage, loyalty, and retention. To understand exactly how this business strategy can be applied to enhance business operations, further study on its various benefits, opportunities, and challenges is required. Building a Brand Image Through Electronic Customer Relationship Management develops electronic customer relationship management strategies for achieving customer satisfaction and explains the concepts and uses of electronic customer relationship management to meet strategic objectives, improve customer loyalty, and build brand image. Covering topics such as marketing, brand equity, customer loyalty, and social media, this reference work is ideal for business owners, managers, entrepreneurs, industry professionals, researchers, scholars, practitioners, academicians, instructors, and students.

Customer Relationship Management V. Kumar, Werner Reinartz, 2018-05-15 This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today. It helps readers obtain a comprehensive grasp of CRM strategy, concepts and tools and provides all the necessary steps in managing profitable customer relationships. Throughout, the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions. Exhaustive case studies, mini cases and real-world illustrations under the title "CRM at Work" all ensure that the material is both highly accessible and applicable, and help to address key managerial issues, stimulate thinking, and encourage problem solving. The book is a comprehensive and up-to-date learning companion for advanced undergraduate students, master's degree students, and executives who want a detailed and conceptually sound insight into the field of CRM. The new edition provides an updated perspective on the latest research results and incorporates the impact of the digital transformation on the CRM domain.

<u>Sales Management</u> Paolo Guenzi, Susi Geiger, 2017-09-16 Sales Management offers a global perspective on the opportunities and issues facing today's sales managers. Current textbooks have failed to move beyond the US context; Sales Management provides unique access to European and international experts, with globally relevant case studies.

The Ultimate CRM Handbook John Freeland, 2003 sA hands-on guidebook from Accenture for building a globally responsive, customer-driven enterprise As the dust settles from the most recent round of CRM projects, companies are

increasingly finding that their efforts havenot delivered anticipated benefits. In The Ultimate CRM Handbook, influential thought leaders from Accenture discuss why CRM has failed to live up to expectations and what companies can do to improve the bottom-line return on CRM investments. More than 30 chapters and in-depth case studies on many leading companies give managers and senior executives alike the high-level perspective needed to build lasting, profitable bonds with their customers. They also provide techniques companies can use to: Establish more effective interactions with their customers Build lasting brand loyalty Dramatically improve the efficiency of their sales, marketing, and customer service operations

Proceedings of the International Conference on Multidisciplinary Research in Management and Economics (ICMRME 2025) Ait Oufkir Abdellah, Younes Ben Zaied, Mohamed Charif El Harrane, Lalla Touhfa Belgnaoui, 2025-12-17 This is an open access book. In an era marked by unprecedented global challenges such as climate change, resource depletion, and growing socio-economic inequalities, the imperative for sustainable practices has never been greater. The 6th International Conference on Multidisciplinary Research in Management and Economics (ICMRME) aims to serve as a nexus for innovative research and collaborative dialogue centered on sustainability. Hosted by EMAA Business School in the dynamic city of Agadir, Morocco, the conference will convene leading academics, practitioners, and policymakers to explore strategies that foster resilience, adaptability, and sustainable growth in economic and managerial contexts. With a focus on addressing pressing issues like ecological preservation, ethical governance, and digital transformation in the era of AI, ICMRME 2025 is committed to generating actionable insights that align with the United Nations' Sustainable Development Goals (SDGs). The global urgency to transition to sustainable systems is not isolated from existing socio-economic complexities. Current crises, including the economic disruptions caused by geopolitical conflicts and environmental catastrophes, highlight the need for robust, multidisciplinary approaches. This conference seeks to illuminate pathways toward a sustainable future while acknowledging the intricate interplay between innovation, policy frameworks, and human-centric strategies.

Oracle Business Intelligence Applications: Deliver Value Through Rapid Implementations Simon Miller, William Hutchinson, 2013-07-05 Implement Oracle Business Intelligence Applications Provide actionable business intelligence across the enterprise to enable informed decision-making and streamlined business processes. Oracle Business Intelligence Applications: Deliver Value Through Rapid Implementations shows how to justify, configure, customize, and extend this complete package of BI solutions. You'll get a technical walkthrough of Oracle Business Intelligence Applications architecture--from the dashboard to the data source--followed by best practices for maximizing the powerful features of each application. You will also find out about stakeholders critical to project approval and success. Optimize performance using Oracle Exalytics In-Memory Machine Deliver timely financial information to managers with Oracle Financial Analytics Enable a streamlined, demand-driven supply chain via Oracle Supply Chain and Order Management Analytics Provide end-to-end visibility into manufacturing operations with Oracle Manufacturing Analytics Optimize supply-side performance through

Oracle Procurement and Spend Analytics Use Oracle Human Resources Analytics to provide key workforce information to managers and HR professionals Track the costs and labor required to maintain and operate assets with Oracle Enterprise Asset Management Analytics Maintain visibility into project performance via Oracle Project Analytics Provide actionable insight into sales opportunities using Oracle Sales Analytics Enable superior customer service with Oracle Service Analytics

Corporate Social Responsibility and Brand Value in Luxury Ramon Bravo Gonzalez, 2017-06-28 Doctoral Thesis / Dissertation from the year 2017 in the subject Business economics - Business Management, Corporate Governance, grade: NA, University of Glasgow (Adam Smith Business School), language: English, abstract: Within luxury, an area that is becoming increasingly important due to the visibility of this industry is Corporate Social Responsibility (CSR). While consumers are still not actively demanding CSR in luxury products and services, and there is evidence that CSR is not a key area of interest for the luxury industry; the luxury industry is becoming the target of non-governmental organizations (NGOs) and other stakeholders interested in environmental and ethical practices. Thus, it is essential that luxury companies explore CSR implementation, as neglecting to do so, is likely to affect their brands and their brand value. Due to the increasing relevance of CSR within luxury, this research explores the role of CSR within luxury and how it, together with other factors, contributes to brand value in luxury. An additional consideration is that despite the importance of brand value in luxury, the industry does not normally measure, manage and leverage brand value. As a result, it is also necessary to examine how brand value is perceived within luxury. To meet these research goals, a mixed methods approach was selected. More specifically, a theoretical framework was built with input from the literature and interviews with key interviewees from the luxury industry. Then, the theoretical framework was tested quantitatively. The quantitative analysis was conducted with a dataset based on consumer panels, and additional secondary data including Bloomberg, CSRHub, Dow Jones Sustainability Index (DJSI), Interbrand, and company reports. The results were subject to 'credibility checks' with interviewees from the industry. It is noteworthy to highlight that for the statistical analysis, one of the largest datasets with US consumer data was used. Similarly, for the qualitative interviews, representatives from some of the largest luxury companies in the world in terms of brand value, and luxury stakeholders were recruited.

1001, Indian Surveyor

Strategic Marketing David W. Cravens, Nigel Piercy, 2006 Strategic Marketing 8/e by Cravens and Piercy is a text and casebook that discusses the concepts and processes for gaining the competitive advantage in the marketplace. The authors examine many components of a market-driven strategy, including technology, customer service, customer relationships, pricing, and the global economy. The text provides a strategic perspective and extends beyond the traditional focus on managing the marketing mix. The cases demonstrate how real companies build and implement effective strategies. Author David Cravens is well known in the marketing discipline and was the recipient of the Academy of Marketing Sciencećs

Outstanding Marketing Educator Award. Co-author Nigel Piercy, has a particular research interest in market-led strategic change and sales management, for which he has attracted academic and practitioner acclaim in the UK and USA.

Building Customer Loyalty through Value Added Services Mandeep Singh, 2012-02-08 Doctoral Thesis / Dissertation from the year 2011 in the subject Business economics - Offline Marketing and Online Marketing, , course: Management/Business Studies, language: English, abstract: The Indian cellular services market is growing at a rapid pace and the competition has also increased many folds. It has become imperative for the service providers to adopt such technologies and strategies which ensure their success in such a dynamic situation. As a result, the service providers are trying to develop an understanding about the customers in terms of enriching their experience by providing quality services resulting into a higher satisfaction and ultimately loyalty. With constantly decreasing Average Revenue Per User (ARPU) per month in a low tariff regime, the cellular operators in India are looking towards value added offerings for their customers in order to increase their ARPUs and survive in the coming tough times as they are unable to rely solely on the conventional voice services. The fact that the majority of cell-phone users are prepaid customers indicates towards a tendency for higher customer churn rate and thin profit margins to the mobile service providers despite a phenomenal increase in subscriber base. However, the situation has further been complicated with the instigation of mobile number portability, as it is going to enhance the customer churn rate due to the intense competition being faced by the operators in this market on the one hand and on the other very demanding customers. In such a scenario, the challenge for Indian cellular operators is to understand the preferences of their customers better and then to successfully offer the services that foster greater customer retention, as the entry of new global players in telecom market has further resulted in mounting customer acquisition and retention costs. Thus, all these facts highlight the relevance of value added services in an ever growing telecom market as a key strategic tool, not only for differentiation of services but also as a factor responsible for developing satisfaction and loyalty among the customers. Therefore, the present research study attempts to study the effects of Value Added Services (VAS) on Service Quality vis-à-vis Customer Satisfaction and Customer Loyalty in wireless telecommunication market. The findings of the present study convey that the service providers must concentrate their efforts not only on improving the core services but also the quality of Value Added Service (VAS) offered, as they have a potential to act as a strategic tool in order to enhance the customers' satisfaction which will ultimately result in higher customer loyalty.

Unlocking Retail Success. Leveraging Analytics Stack Solutions for Data-Driven Decision-Making and Competitive Edge Olalekan Olaniru,2024-01-15 Seminar paper from the year 2023 in the subject Computer Science - Commercial Information Technology, grade: 2,0, (International University of Applied Sciences), course: Analytical Software & Framework, language: English, abstract: This study focused on how an analytics stack solution can help a traditional retail company leverage the massive amount of data generated by various sales channels to improve its decision-making,

productivity, and competitiveness. The analytics stack solution enables real-time tracking and analysis of customer behavior, sales performance, and market trends across physical stores, e-commerce, wholesale, and other channels. The study also examines the best deployment option (on-premise or cloud) for the analytics stack solution, considering the data type, volume, security, privacy, flexibility, and scaling factors. Furthermore, the study discusses the change management issues, essential components of a retail analytics stack and recommendations for adoption.

Möglichkeiten und Grenzen eines effektiven CRM als Instrument zur Kundenbindung Andree Ziemann, 2005-05-13 Studienarbeit aus dem Jahr 2003 im Fachbereich BWL - Offline-Marketing und Online-Marketing, Note: 1,7, Hochschule Bremen, Veranstaltung: BWL, Sprache: Deutsch, Abstract: Die Softwareindustrie, die mittlerweile über 120 CRM-Softwaresysteme anbietet, verkauft CRM als Wunderwaffe zur Steigerung des Kundenwertes. Eine Studie schätzt, dass sich die Umsatzentwicklung von CRM-Software in Europa von ca. 1 Mrd. US \$ (1999) auf ca. 6,6 Mrd. US \$ (2005) entwickeln wird. Die Kosten der Einführung eines CRM-Systems sind aber wesentlich höher (Hardware, Schulungen, Beratungen, Umstrukturierungen...). Unternehmen erhoffen sich Einsparungen, bzw. Gewinnerhöhungen, die über den Kosten der Implementierung liegen, also gehen viele Unternehmen davon aus, dass CRM entscheidende Vorteile bietet, die diese hohen Kosten amortisieren. Es scheitern allerdings 60 % aller CRMProjekte. Kritiker behaupten, dass CRM alter Wein in neuen Schläuchen sei. Als die Anzahl der Kunden der Einzelhändler noch überschaubar war, wurde jeder Kunde mit Namen begrüßt und ihm wurden neue Produkte oder Angebote vorgestellt, die ihm einen Mehrwert versprachen. Der Verkäufer kannte seine Kunden und ihre Vorlieben. CRM versucht, dieses Schema auf die heutige Zeit umzusetzen und bedient sich zahlreicher Instrumente zur Kundenbindung, die darauf abzielen, sich nach den Kundenwünschen zu richten und die Kundenbeziehung zu individualisieren - allerdings für eine wesentlich größere Anzahl von Kunden. Um zu klären, ob CRM alter Wein in neuen Schläuchen ist und was die besonderen Vorteile eines CRM-Systems sind, führe ich die Hauptunterscheidungsmerkmale zum klassischen Marketing auf und kläre im nächsten Schritt die Stellung des CRM im Marketingkontext und seine Funktionsweise. Da im CRM die Zielgröße keine physische, sondern eine psychische ist, betrachte ich die wichtigsten Möglichkeiten im nächsten Abschnitt. Anschließend widme ich mich den Möglichkeiten der Erfolgskontrolle, die im CLV gemessen werden. Mit welchen Instrumenten man im CRM den Kundenwert steigern kann, betrachte ich unter Aufteilung in operatives und kommunikatives CRM. Hier habe ich mich auf die wichtigsten beschränkt. Zur Ursachenforschung, warum 60 % aller Projekte scheitern, habe ich die wichtigsten Probleme, die sich bei der Einführung von CRM ergeben können, aufgeführt. Abschließend fasse ich die wichtigsten Punkte zusammen.

Cross-country Comparison of Consumer Attitudes Toward Corporate Cause-related Marketing Campaigns Gayatri Vineet Kuber, 2005

Facilitating Groups to Drive Change Bettina Büchel, Ivan Moss, 2007-07-15 This book will make the principles of

effective facilitation explicit-- increasing the probability of success for any change initiative.

Relationship Marketing Mark Godson, 2009-02-26 future. -- Book Jacket.

Business Logistics Management John J. Vogt, Wessel J. Pienaar, Pieter Willem Combrink De Wit, 2005 This is a comprehensive book on all relevant aspects of Business Logistics Management. It provides a solid foundation in logistics theory, which is integrated into a variety of business contexts from finance to e-business. It is also a highly accessible and practical manual for students planning to work in the field.

Australian Hotelier, 2002

Business Perseus Publishing,2002-08-15 A landmark in reference publishing, this resource covers virtually every aspect of the world of business. It contains clear concise text plus profiles of 150 countries and biographies of management pioneers. Includes 150 maps and 700 illustrations.

Marketing Communications Chris Fill,2002 This third edition of an introductory marketing textbook covers topics such as marketing strategies and planning, exhibitions, events and field marketing, branding and the Internet.

Marketing Communications Patrick De Pelsmacker, Maggie Geuens, Joeri van den Bergh, 2010 Marketing communication has an overwhelming impact on both society and business. This text offers a comprehensive overview of the cornerstones, techniques and applications of marketing communications practice in a European context.

Immerse yourself in the artistry of words with Experience Art with is expressive creation, Immerse Yourself in **Fast Moving Consumer Goods Crm**. This ebook, presented in a PDF format (PDF Size: *), is a masterpiece that goes beyond conventional storytelling. Indulge your senses in prose, poetry, and knowledge. Download now to let the beauty of literature and artistry envelop your mind in a unique and expressive way.

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