

## CUSTOMER UND SHAREHOLDER RELATIONSHIP MANAGEMENT%0A

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Daneben werden auch die Beziehungen zu den Aktionären behandelt (Shareholder Relationship Management). Neun Fallstudien aus teilweise weltbekannten Unternehmen zeigen die erfolgreiche Umsetzung der Konzepte und bieten dem Leser praktische Lösungen.

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### **Customer Relationship Management CRM Definition**

Customer Relationship Management (CRM) basiert auf dem Relationship Marketing, das die Beziehungen zu den Kunden betrachtet, dem Knowledge Management mit seinem immer umfangreicheren Wissen über Kunden, dem Business Process Management, das die Kundenprozesse strukturiert, und weiteren neuen Technologien, insbesondere kundenorientierten Informationssystemen. CRM wird sehr umfassend verstanden

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### **Customer Relationship Management Ziele Vorteile**

Customer Relationship Management hilft Gründern und Start-ups dabei, professionell mit Kunden umzugehen. Dabei ist CRM mehr als nur ein digitales Adressbuch. So setzen Sie es ein!

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