

Customer Relationship Management

Edited by SCN Education B.V.

Contents

15	Chapter 1: Introduction to CRM
17	Does CRM really pay? A general management perspective <i>By Simon Caufield, Partner Mitchell Madison Group</i>
23	CRM Definitions - Defining relationship marketing and management <i>By Professor Robert Shaw, Business Intelligence</i>
* 29	Customer Relationship Management - An opportunity for competitive advantage? <i>By Timothy McMahon, Timothy McMahon Worldwide</i>
33	Build relationships with customers that competitors find difficult to break <i>By Bryan Black, Chief Executive of Recognition Systems</i>
37	Implementing the Customer Relationship Management Foundation - Analytical CRM <i>By SAS Institute</i>
45	e-Everything - Technology-Enabled Customer Relationship Management <i>By Web Associates, Inc.</i>
57	The importance of marketing data intelligence in delivering successful CRM <i>By Emma Chablo, Marketing Director, smartFOCUS Limited</i>
71	Making every customer relationship count - Exploring the business drivers and technology enablers of customer relationship management <i>By Bill Schmarzo, IBM NUMA-Q</i>
83	Smart CRM Solutions: The key to competing in the Net Economy <i>By Sun Microsystems</i>

Contents

89	Chapter 2: How to integrate CRM in your business
91	The CRM Lifecycle, Without CRM Analytics, your customers won't even / know you're there. <i>By Hyperion</i> Closing the Loop to Optimize Customer Relationships <i>By Henry Morris, Research Vice President, Data Warehousing and Information Access at IDC</i>
111	Unified Customer Interaction <i>By Easyphone Portugal</i>
117	Implementing a CRM-based Campaign Management Strategy <i>By SAS Institute Inc.</i>
125	Modeling customer relationships - A flexible, integrated architecture enables customer-centric marketing <i>By David Puckey, IBM NUMA-Q</i>
137	Customer Relationship Management: Choosing the appropriate strategy and Data Warehousing technology to win and retain customers ^x <i>By Professor Adrian Payne of Cranfield University for Oracle</i>
155	High-Availability Networks Enable Business-to-Consumer E-Business <i>By 3Com Corporation</i>
169	Extended Enterprise Applications. Spotlight Report <i>By Cherry Tree & Co.</i>
213	Chapter 3: CRM in practice
215	Customer-Brand Value <i>By Targetbase</i>
231	Customer Focused Marketing - A strategy for success <i>By Ron Brunt, International Computers Limited</i>

Contents

235	CRM. A guide to marketing, sales, and service transformation <i>By Deloitte Consulting</i>
269	CRM Measurement: Measure up ... or shut up! <i>By Professor Robert Shaw, European Center for Customer Strategies</i>
»277	Analytical Customer Relationship Management <i>Frank Teklitz & Robert L McCarthy, Sybase, Inc.</i>
301	Successful Customer Relationship Management: why ERP, Data Warehousing, Decision Support and Metadata matter <i>By Jim Davis and Ellen Joyner, SAS Institute</i>
311	Building the Business Case Blues or Business Case Blues <i>By Michael Meltzer, Computer Sciences Corporations</i>
323	Customer Profitability - Information just isn't enough <i>By Michael Meltzer, Computer Sciences Corporations</i>
339	Building profitable customer relationships with data mining <i>By Herb Edelstein, President Two Crows Corporation</i>
353	CRM Application Service Providers - Risks and rewards <i>By Paul Sweeney, Sweeney Group</i>
357	A realistic view on Customer Relations <i>By Xander de Bruine, editor of Telebusiness Magazine</i>
363	Chapter 4: CRM in callcenters
365	CRM Success: Call Center Improvement <i>By Hyperion</i>
369	Integrating the call-centre with customer information <i>By Michael Meltzer, Computer Sciences Corporations</i>
381	CRM, Customer Service and Workflow in the call centre <i>By Bill Sproul, Managing Director, Eastman Software UK</i>

Contents

387	Customer Relationship Management in the Internet Age <i>By Stephen Kowarksy, EVP, CosmoCom</i>
391	The Users Speak: Trends in Call Centers and Web-Based Customer Care <i>By The Yankee Group</i>