

Building the Customer-Centric Enterprise

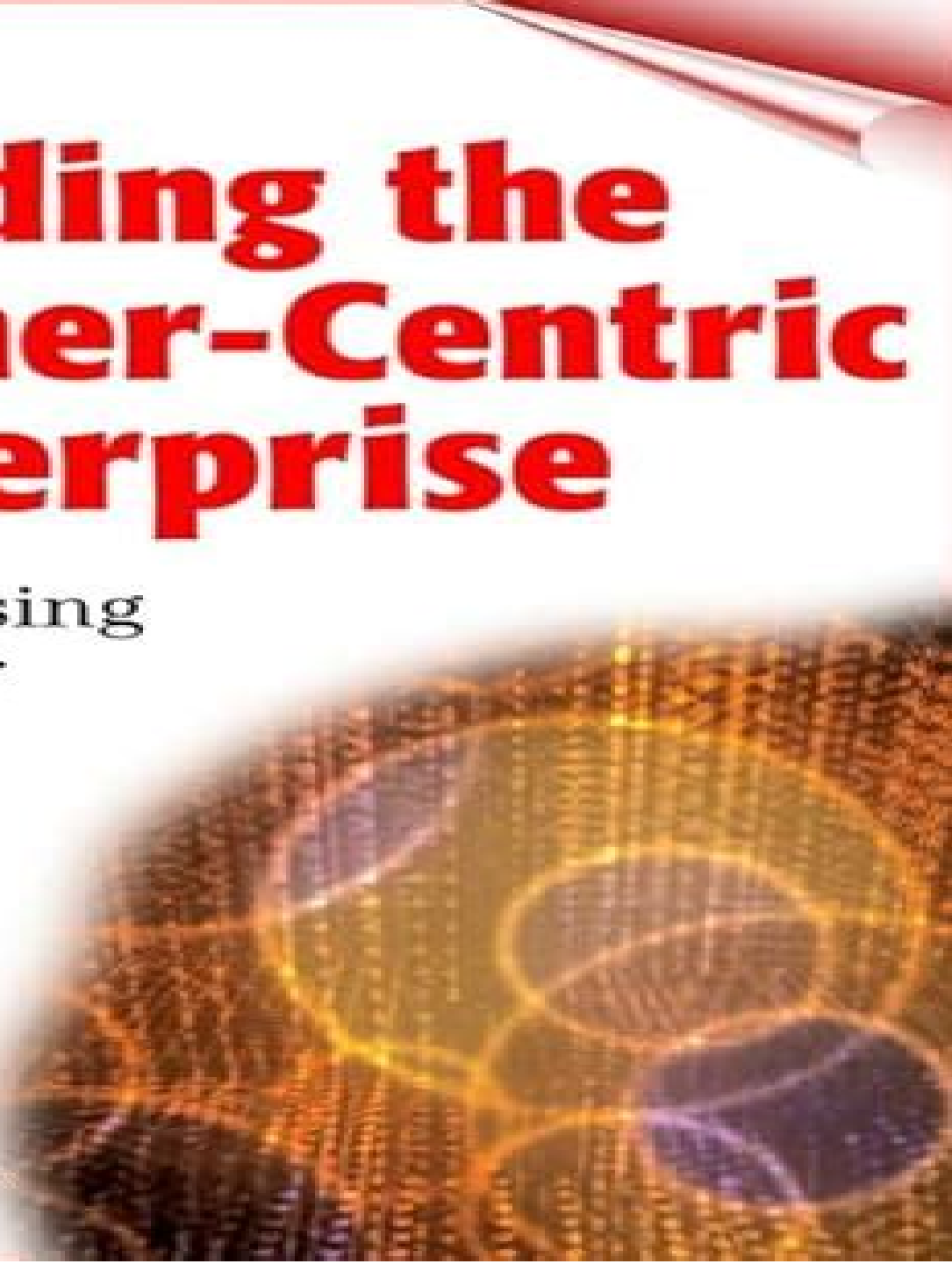
Data Warehousing
Techniques for
Supporting
Customer
Relationship
Management

Claudia Imhoff

Lisa Loftis

Jonathan G. Geiger

Foreword by W. H. Inmon



Building The Customer Centric Enterprise Data Warehousing Techniques For Supporting Customer Relationship Management

**Claudia Imhoff, Nicholas
Galemmo, Jonathan G. Geiger**



Building The Customer Centric Enterprise Data Warehousing Techniques For Supporting Customer Relationship Management:

Building the Customer-Centric Enterprise Claudia Imhoff, Lisa Loftis, Jonathan G. Geiger, 2001-02-19 Strategies for leveraging information technologies to improve customer relationships With E business comes the opportunity for companies to really get to know their customers who they are and their buying patterns Business managers need an integrated strategy that supports customers from the moment they enter the front door or Web site right through to fulfillment support and promotion of new products and services Along the way IT managers need an integrated set of technologies from Web sites to databases and data mining tools to make all of this work This book shows both IT and business managers how to match business strategies to the technologies needed to make them work Claudia Imhoff helped pioneer this set of technologies called the Corporate Information Factory CIF She and her coauthors take readers step by step through the process of using the CIF for creating a customer focused enterprise in which the end results are increased market share and improved customer satisfaction and retention They show how the CIF can be used to ensure accuracy identify customer needs tailor promotions and more

The Customer Centric Enterprise Mitchell M. Tseng, Frank Piller, 2011-06-27 Companies are being forced to react to the growing individualization of demand At the same time cost management remains of paramount importance due to the competitive pressure in global markets Thus making enterprises more customer centric efficiently is a top management priority in most industries Mass customization and personalization are key strategies to meet this challenge Companies like Procter Gamble Lego Nike Adidas Land s End BMW or Levi Strauss among others have started large scale mass customization programs This book provides insight into the different aspects of building a customer centric enterprise Following an interdisciplinary approach leading scientists and practitioners share their findings concepts and strategies from the perspective of design production engineering logistics technology and innovation management customer behavior as well as marketing

Managing High-Tech Services Using a CRM Strategy Donald F. Blumberg, 2002-12-23 As high tech service industries grow more competitive the need to develop customer focused business strategies becomes imperative Managing High Tech Services Using a CRM Strategy explores how to manage and direct any service organization utilizing a high tech strategy supported by the Customer Relationship Management CRM infrastructure enablin

CUSTOMER RELATIONSHIP MANAGEMENT S. SHANMUGASUNDARAM, 2008-04-15 Customer Relationship Management CRM is a modern approach to marketing It focuses on the individual consumer Customer is the king therefore the products and services have to be offered in such a way that they suit the needs and preferences of the customer This comprehensive and easy to read text deals with the formulation of methodologies and tools that help business organizations to manage critical customer relationships by supporting all customer centric processes within an enterprise including marketing sales and customer support In addition the book emphasizes managing opportunity for optimum productivity coordinating the

specialized activities of multi functional teams developing and retaining corporate knowledge and completing complex multi step processes in a timely and efficient manner This text is intended for the students of masters in business administration MBA and those pursuing postgraduate diploma in marketing management PGDMM Besides the book should prove to be a useful reference for marketing professionals

KEY FEATURES Covers various dimensions of CRM with several case studies Includes the modern concept e CRM Incorporates deep study of research oriented topics Customer Relationship Management in the Financial Industry Federico Rajola,2014-07-08 An integrated view of IT and business processes through extended IT governance allows financial institutions to innovate operations which improve business and organizational performance However financial institutions still face challenges with CRM systems in delivering expected results due to lack of complete business integration Increased exchange of knowledge between customers and the amount of such data available is steadily becoming a challenge for companies especially in extending internal systems to global information systems with the purpose to collect and update data on a global scale In this book Prof Rajola analyses different aspects of CRM systems taking both an organizational and a technological perspective He adopts a theoretical framework to unpack issues associated with the need for companies to integrate operations and business processes The emphasis is then drawn to development of effective CRM and CRM 2 0 initiatives by making use of illustrative case studies of successful CRM systems implementation in the financial industry The framework adopted in this book can be used by both scholars and managers to evaluate the interdependencies between operations business processes and CRM systems Customer Relationship Management Federico Rajola,2013-03-19 Companies and financial institutions are employing operational information systems in an efficient way While they have consolidated a strong level of knowledge in management information systems there is still a lack of knowledge on the right way to apply customer relationship management CRM systems under a business perspective Most of the companies are still having problems in evaluating how CRM can meet with the expected results The level of complexity is perceived both under a technological and organizational point of view A complete innovation process and heavy change management initiatives should be ensured in order to have effective and successful systems This book offers a solid theoretical and practical perspective on how to face CRM projects describing the most appropriate technologies and organizational issues that have to be considered Some explaining cases have been included as well **The CRM Handbook** Jill Dyché,2002 CRM is an integrated information system that is used to plan schedule and control the pre sales and post sales activities in an organization This text is a manager s guide to making the most of CRM techniques for enhancing customer service sales force effectiveness and marketing strategy Cases in Call Center Management Richard Feinberg,Ko de Ruyter,Lynne Bennington,2005 Written by authorities on the call center industry this book brings to light the strategic importance of call centers in today s business world As interactions with customers move away from person to person the call center is becoming a vital force for corporate marketing and communication Mastering Data Warehouse

Design Claudia Imhoff, Nicholas Gallemmo, Jonathan G. Geiger, 2003-08-19 A cutting edge response to Ralph Kimball's challenge to the data warehouse community that answers some tough questions about the effectiveness of the relational approach to data warehousing Written by one of the best known exponents of the Bill Inmon approach to data warehousing Addresses head on the tough issues raised by Kimball and explains how to choose the best modeling technique for solving common data warehouse design problems Weighs the pros and cons of relational vs dimensional modeling techniques Focuses on tough modeling problems including creating and maintaining keys and modeling calendars hierarchies transactions and data quality

Advances in Banking Technology and Management: Impacts of ICT and CRM Ravi, Vadlamani, 2007-10-31 Banking across the world has undergone extensive changes thanks to the profound influence of developments and trends in information communication technologies business intelligence and risk management strategies While banking has become easier and more convenient for the consumer the advances and intricacies of emerging technologies have made banking operations all the more cumbersome Advances in Banking Technology and Management Impacts of ICT and CRM examines the various myriads of technical and organizational elements that impact services management business management risk management and customer relationship management and offers research to aid the successful implementation of associated supportive technologies

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