



Customer Relationship Management / eCRM (German Edition)

Kadir Dursun

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Diplomarbeit aus dem Jahr 2002 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,7, Verwaltungs- und Wirtschafts-Akademie Düsseldorf (Verwaltungs- und Wirtschaftsakademie Düsseldorf), Veranstaltung: Diplom-Abschlussarbeit, Sprache: Deutsch, Abstract: Das Ziel bzw. die Intention meiner Arbeit ist es, den Nutzen eines CRM / eCRM-Systems für ein Unternehmen herauszustellen. Es soll geprüft werden, ob und wie CRM ein relevanter Wettbewerbsfaktor sein kann und welche Maßnahmen und Instrumente dafür benötigt werden. Dabei wird speziell auf CRM im e-Business eingegangen, da es heutzutage unumgänglich ist, neue Vertriebs- und Kontaktkanäle wie das Internet, Call-Center usw. dem Kunden zur Verfügung zu stellen. Dabei soll verdeutlicht werden, dass eine einheitliche Kommunikation mit dem Kunden über verschiedene Kanäle gestaltet werden kann. Es wird anschließend ein Konzept zur Realisierung und Implementierung einer CRM-Software erläutert. Zum Schluss sei noch der Datenschutz erwähnt, da viele diesen vergessen, es aber ein wichtiger Bestandteil, gerade im Internet, eines CRM-Systems ist. Die Arbeit schließe ich mit meinem Fazit ab.

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