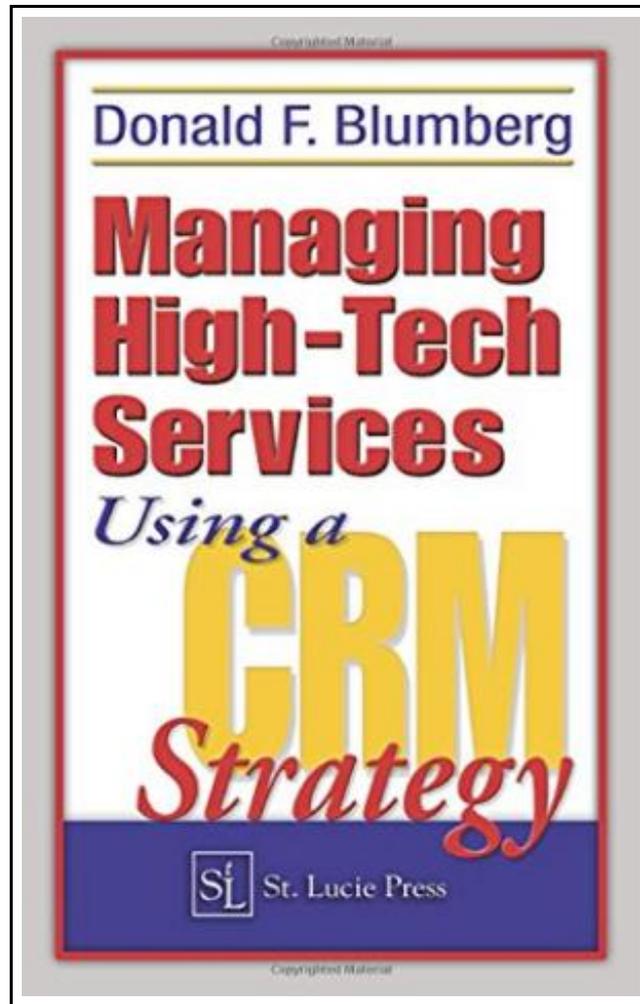


Managing High-Tech Services Using a CRM Strategy (Hardback)



Filesize: 8.05 MB

Reviews

This written publication is fantastic. This can be for anyone who stante that there had not been a well worth reading through. I realized this pdf from my i and dad recommended this publication to discover.

(Maye Schoen)

MANAGING HIGH-TECH SERVICES USING A CRM STRATEGY (HARDBACK)



Taylor Francis Ltd, United Kingdom, 2002. Hardback. Book Condition: New. New.. 241 x 163 mm. Language: English . Brand New Book. 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, enabling you to gain and retain a competitive edge for your company. This book highlights issues and problem-solving applications including: * The correct business model for service and how it differs from a product oriented model * The key factors, elements, and dynamics influencing the success and failure of service organizations * Development, implementation, and rollout of a superior service operation on either a standalone basis or in support of a product or manufacturing business * The integration of service delivery mechanisms and relevant data on a real-time basis * Using CRM databases to measure customer satisfaction and quality * Supporting CRM efforts with state-of-the-art wireless technologies * Estimating the cost of CRM efforts and measuring the results This volume provides a fresh and incisive look at how to successfully manage service businesses. The author shows you how to rethink the basic service business model and the key operational dynamics in order to optimize your service business, both strategically and tactically, generating significantly increased top line revenues and bottom line profitability. A core element of this overall customer strategy is CRM, which gives you the tools, systems, and infrastructure you need to get and stay ahead in today s hyper competitive business environment.



[Read Managing High-Tech Services Using a CRM Strategy \(Hardback\) Online](#)



[Download PDF Managing High-Tech Services Using a CRM Strategy \(Hardback\)](#)

Other Books



Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English] (Paperback)

Createspace, United States, 2013. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Read Book »](#)



Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English] (Paperback)

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

[Read Book »](#)



History of the Town of Sutton Massachusetts from 1704 to 1876 (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This version of the History of the Town of Sutton Massachusetts...

[Read Book »](#)



Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications . (Paperback)

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can usually...

[Read Book »](#)



See You Later Procrastinator: Get it Done (Paperback)

Free Spirit Publishing Inc.,U.S., United States, 2009. Paperback. Book Condition: New. 175 x 127 mm. Language: English . Brand New Book. Kids today are notorious for putting things off- it's easy for homework and chores...

[Read Book »](#)

**Electronic Dreams: How 1980s Britain Learned to Love the Computer**

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. Remember the ZX Spectrum? Ever have a go at programming with its stretchy rubber

[Save eBook »](#)

**Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers (Paperback)**

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download

[Save eBook »](#)

**Public Opinion + Conducting Empirical Analysis**

SAGE Publications Inc, United States, 2011. Kit. Book Condition: New. Revised ed.. 279 x 217 mm. Language: English . Brand New Book. Public Opinion : One of the central tenets of a democracy is that

[Save eBook »](#)

**Children s and Young Adult Literature Database -- Access Card**

Pearson Education (US), United States, 2012. Online resource. Book Condition: New. 175 x 124 mm. Language: English . Brand New Book. Pearson s Children s and Young Adult Literature Database This searchable database of over

[Save eBook »](#)

**Hands-On Worship Fall Kit (Hardback)**

Group Publishing (CO), United States, 2015. Hardback. Book Condition: New. 305 x 229 mm. Language: English . Brand New Book. Hands-On Worship(TM) It s more than LEARNING about God. it s about ENCOUNTERING God! Hands-On

[Save eBook »](#)