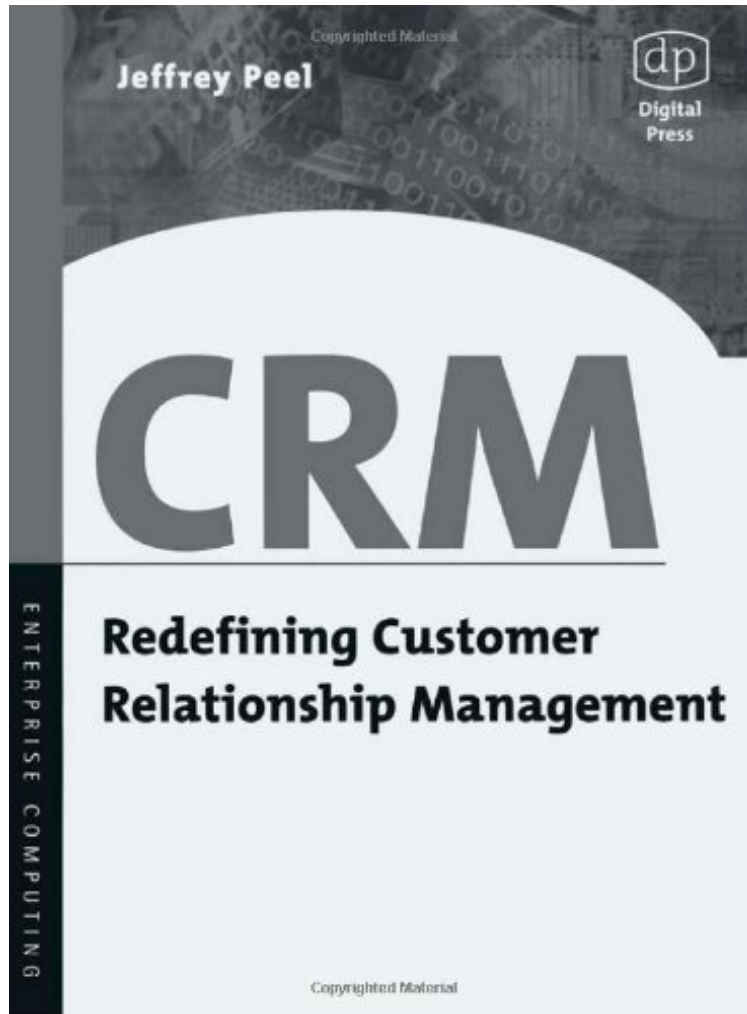


(Download) CRM: Redefining Customer Relationship Management (Enterprise Computing)

# CRM: Redefining Customer Relationship Management (Enterprise Computing)

*Jeffrey Peel*

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**Jeffrey Peel : CRM: Redefining Customer Relationship Management (Enterprise Computing)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised CRM: Redefining Customer Relationship Management (Enterprise Computing):

In CRM, Jeffrey Peel defines Customer Relationship Management in a radical new way by putting communications at the center. In the past, CRM was mostly about the technology, not about the customer. In this book, Peel talks about a new ethos that is beginning to fundamentally change the way organizations do business. At a technology level, CRM is increasingly about conjoined best-of-breed applications delivered via portal technologies. At a business level, it is

beginning to invade traditional territories occupied by brand management or customer support. Peel shows companies how to make the shift to the new paradigm. . . . Defines the nature of new CRM niche solutions . . . Provides entirely new types of functionality that mesh seamlessly . . . Describes solutions focused solely on the needs of the customer

"I have long maintained that in a global market liberalized by free trade policies and advanced communications technology, there remains just one powerful regulatory force—the customer. In this book, Jeffrey Peel has taken a close look at customer relationship management from the perspective of large distributed companies. This is a novel approach, not really covered by dot-com/IT-based definitions. The refreshing difference is that Peel appears to understand the difficulties and suggests practical methods to do things better."—Lord Marshall of Knightsbridge, Chairman, British Airways Plc

"In this book, Jeff Peel combines the deep insights of an experienced market researcher with the practical understanding of how technology can be applied to CRM to provide a truly original work. He provides a wholly new focus on how CRM impinges on marketing processes, which provides a particular challenge for marketers and CRM practitioners to review the way they look at their separate disciplines. This book is for those marketers, CRM practitioners, students, and academics who want to challenge the established preconceptions of what CRM is about."—Peter Hutton, Deputy Managing Director, Market Opinion Research International (MORI), London

From the Publisher: The book also defines the nature of new CRM niche solutions providing entirely new types of functionality, but interworking seamlessly. The ultimate objective is to provide CRM solutions that are focused entirely on the needs of organizations' customers or stake-holders. This allows CRM software vendors to become associated with technologies that are perceived to truly enhance how customers feel about the way they are treated by companies. In the past, customers have perceived some CRM technologies as a barrier to receiving good customer service. Peel shows companies how to make the paradigm shift to the new CRM.

About the Author: Jeffrey Peel runs his own CRM and marketing consultancy practice, Quadriga Consulting, based in the UK. He has had a varied career in CRM, marketing research, and technology marketing. He was VP of Global Marketing for a European CRM software start-up (Amacis Ltd) and Head of Marketing Communications for a Division of 3Com Corp. He has also held senior IT research roles at Roper Starch in Princeton, NJ (now part of NOP) and Research International in London (part of marketing services giant WPP Group).