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SERVING THEM RIGHT

*Innovative & Powerful
Customer
Retention Strategies*

Laura A. Liswood

Serving Them Right Innovative And Powerful Customer Retention Strategies

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Regain Management in der Telekommunikationsbranche Sven Tuzovic, 1999-02-15 Inhaltsangabe Einleitung Vor dem Hintergrund einer veränderten Marktsituation die in vielen Branchen durch Deregulierung Marktsättigung Angebotsgleichheit und verstärktem Kostendruck charakterisiert ist nutzen viele Unternehmen heutzutage hauptsächlich zwei unterschiedliche Kundenstrategien zum einen neue Kunden gewinnen und zum anderen bestehende Kunden binden Das Gewinnpotential von ehemaligen Kunden wird dabei selten berücksichtigt Auch die Wissenschaft hat sich bislang kaum mit dem Phänomen der Kundenabwanderung und der aktiven Rückgewinnung verlorener Kunden auseinandergesetzt Hier setzt das Konzept des Regain Managements an das einen speziellen Handlungsbereich eines umfassenden Kundenmanagements beschreibt Während die Strategie zur Neukundengewinnung auf potentielle noch nicht Kunden gerichtet ist und die Kundenbindungsstrategie zum einen die Stärkung von Geschäftsbeziehungen zufriedener Kunden und zum anderen die Stabilisierung von gefährdeten Geschäftsbeziehungen unzufriedener Kunden zum Ziel hat ist die Aufgabe des Regain Managements ehemalige nicht mehr Kunden für das Unternehmen wiederzugewinnen und somit das Gesamtspektrum des ganzheitlichen Kundenmanagements zu vervollständigen Diese Arbeit verfolgt das Ziel das Konzept des Regain Managements und dessen konkrete Anwendbarkeit in einer ausgewählten Branche näher zu untersuchen Als Untersuchungsgegenstand dient hier die Telekommunikationsbranche die aufgrund ihres Wachstumspotentials bereits heute schon einen der bedeutsamsten Wirtschaftszweige einer Volkswirtschaft darstellt Weiterhin ist die Telekommunikationsindustrie wie kaum eine andere Branche derzeit weltweit und speziell in Deutschland einem Transformationsprozeß unterworfen der zu drastischen Veränderungen der etablierten Marktstrukturen führt Außerdem ist diese Branche aufgrund der folgenden Merkmale für das Regain Management von Interesse intensiver Wettbewerb im Mobilfunk und neuerdings auch im Festnetz homogener Markt für Telefondienste sinkende technologische Differenzierungsmöglichkeiten sowie wachsende Bedeutung von Service und Kundenbetreuung Vor allem zeigt sich zunehmend das Problem einer hohen Kundenfluktuation die bereits 20 bis 30% p.a. beträgt Aus dieser Problematik ergeben sich bereits die zwei wichtigsten Forschungsfragen dieser Arbeit Ist der Einsatz eines Regain Managements in der Telekommunikationsbranche sinnvoll und auch notwendig Wenn ja wie hat die konkrete Umsetzung

Serving Them Right Laura A. Liswood, 1990 Qualität und Produktivität im Dienstleistungsmanagement Axel P. Lehmann, 2013-10-05 Der Autor analysiert die integrative Gestaltung langfristiger Dienstleistungsinteraktionen im Kontext der Versicherungs und Finanzdienstleistungswirtschaft und leitet daraus Entwicklungskorridore zur Modernisierung der Dienstleistung und des Dienstleistungsmanagements ab Im Zentrum der Untersuchung stehen die Schlüsselfaktoren Innovation Qualität und Produktivität Der Autor zeigt prioritäre Handlungsfelder auf und konkretisiert die Konsequenzen für den Versicherungs und Finanzdienstleistungswettbewerb Verzeichnis Der Autor analysiert die integrative Gestaltung langfristiger Dienstleistungsinteraktionen im Kontext der Versicherungs und

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Hernon, Ellen Altman, Robert E. Dugan, 2015-05-12 Academic and public libraries are continuing to transform as the information landscape changes expanding their missions into new service roles that call for improved organizational performance and accountability Since *Assessing Service Quality* premiered in 1998 receiving the prestigious Highsmith Library Literature Award scores of library managers and administrators have trusted its guidance for applying a customer centered approach to service quality and performance evaluation This extensively revised and updated edition explores even further the ways technology influences both the experiences of library customers and the ways libraries themselves can assess those experiences With a clear focus on real world application the authors Challenge conventional thinking about the utility of input output and performance metrics by suggesting new ways to think about the evaluation and assessment of library services Explain service quality and customer satisfaction and demonstrate how they are separate but intertwined Identify procedures for qualitatively and quantitatively measuring both service quality and satisfaction Encourage libraries to take action by presenting concrete steps they can take to become more customer centric Offer a range of customer related metrics that provide insights useful for library planning and decision making such as surveys and focus groups This book shows how to nurture an environment of continuous improvement through effective service quality assessment

Quality Management: Implementing the Best Ideas of the Masters Bruce Brocka, M. Suzanne Brocka, 1992-06 This short course in quality assembles over 30 proven TQM strategies 75 ideas to jumpstart and maintain a TQM campaign new TQM tools that add value to products and services plus a dozen managerial techniques to enhance productivity You ll discover all the information you need to avoid roadblocks when beginning a TQM program as well as information you can use to expand your current TQM efforts for maximum profitability

Quality Progress, 1991 Mobius, 1991 Putting Service Into Library Staff Training Joanne M. Bessler, 1994 This guide should help library managers at all levels help their staff in caring for library patrons The work offers suggestions on attracting hiring training supervising and evaluating staff who combine proficiency in their specific jobs with sensitivity to patron needs

The McGraw-Hill Encyclopedia of Quality Terms & Concepts James W. Cortada, John A. Woods, 1995 This long needed reference explains more than 600 terms phrases and concepts unique to the world of quality management a world plagued more than most with three letter acronyms and hard to pin down buzzwords Each entry also includes full bibliographic data as well as extensive cross references to ensure that readers can find all the information they want on each topic More than 100 pictorial illustrations round out the text

Total Quality Service Sheila Kessler, 1995 This easy step by step approach to implementing a quality program in the service industry walks the reader through beginning a quality effort and defines each process or tool Supported by examples and success stories from Baldrige Award winners and hopefuls the book highlights critical concepts

Aftermarketing Terry G. Vavra, 1992 The president of a marketing consulting and research firm warns marketers to shift their focus from customer conquest to customer retention He shows how to track customers serve them better measure customer satisfaction handle

complaints and convert short term repeat purchasing into long term customer loyalty New Zealand Journal of Business
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