



CRM Unplugged: Releasing CRM's Strategic Value

By Doug Turk; Philip Bligh

Wiley, 2004. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword. Preface. Acknowledgments. 1. A New, More Strategic Approach to CRM. Industry Leaders Show the Way. A Clearer Definition of CRM Is Required. Three Lessons from Leaders. Key Points. 2. A Review of CRM Failures. What Went Wrong with CRM. CRM Contributes to a Scary Halloween for Hershey. Why CRM Projects Fail. Key Points. 3. Strategy First: Aligning CRM with Company Strategy. Using an Analytical Framework for Defining Strategy. Distinguishing Competitive Advantage from Other Types of Benefits. How Competitive Advantage Manifests Itself in Operations. Identify CRM Initiatives That Fortify Competitive Advantage. Key Points. 4. Customer Intelligence: The Science of Customer Insight. How Harrah's Used Customer Insight to Turn the Tables on the Gaming Industry. Seven Dimensions of Customer Insight. Define a Scientific Process for Leveraging Customer Insight. Building Blocks Required to Implement a Customer Insight Infrastructure. Key Points. 5. Demand Visibility and Response. Demand Visibility. Best Practices for Increased Visibility. Responding to Market Demand. Best Practices for Demand Responsiveness. Science of Revenue Management. Power of Pricing. Key Points. 6. An Enterprise-Wide Approach to CRM. What Is Customer Strategy and How Does It Help? How...

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