



Closed-Loop-Konzepte im Bereich Customer Relationship Management (German Edition)

Florian Lüchinger

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Studienarbeit aus dem Jahr 2002 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 6 (entspr. deutscher Note 1), Universität Bern (Institut für Wirtschaftsinformatik), Veranstaltung: Proseminar Informationslogistik, Sprache: Deutsch, Abstract: Wer als erfolgreiches Unternehmen im heutigen Wettbewerb bestehen will, muss die Fähigkeit haben, schnell auf die ständig wechselnden Kundenbedürfnisse eingehen und den Kunden beim Kaufprozess begleiten zu können. Die Notwendigkeit einer verstärkten Kundenfokussierung geht klar aus einer von MSM Research durchgeführten Studie bei den 500 grössten Schweizer Unternehmen hervor. Dadurch, dass Produkte immer vergleichbarer werden, sie unter Umständen nur wenige Mausklicks voneinander entfernt liegen und die Informationsmöglichkeiten dank Internet generell stark angestiegen sind, werden auch die Kunden anspruchsvoller. Aus Kundensicht geht es nicht mehr darum, einfach „nur“ Produkte zu erwerben. Sondern Kunden wollen heutzutage und in Zukunft mehr und mehr ein individuelles Problem gelöst bekommen. "It costs much more to acquire a customer than it does to keep a customer. That is why a sale to a customer is good, but a relationship with a customer is great." Ein Beispiel aus der "Old Economy" zeigt: Sobald sich ein Kunde vermehrt im selben Geschäft aufhält, ist es naheliegend, dass das Verkaufspersonal versucht, ihn kennenzulernen. Seine Vorlieben, sein Budget und andere wertvolle Informationen können für das Personal von Vorteil für einen Verkauf sein. Das Sammeln, Aufbereiten und Verwenden von Kundeninformationen, aber auch von implizitem Wissen z.B. von Mitarbeitern über Kunden, wird so zum strategischen Erfolgsfaktor. Bei kleinen und allenfalls mittleren Unternehmen, bei denen der persönliche Kontakt zu Kunden aufgrund der kleinen Anzahl im Mittelpunkt der Arbeit steht, stellt dies keine besondere Herausforderung dar. Bei Grossunternehmen jedoch, die gar international tätig sind, und womöglich tausende von Kunden haben, i

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