

Mobile Crm

Matt Haig

Mobile Marketing Matt Haig, 2002 Mobile marketing [using SMS - the short messaging service to send text messages via mobile phones] is emerging as a direct and powerful way to communicate with customers. This is the first book devoted exclusively to exploring the potential of this new medium.

Increasing Customer Loyalty via Mobile Customer Relationship Management Silke Freitag, 2002-08-01 Inhaltsangabe: Abstract: The main objective of this research was to find out and demonstrate how companies can manage to maintain and increase their customer's loyalty with the help of Customer Relationship Management in today's wireless world. Due to the growing convergence of the Internet and the mobile phone, competition between companies is considerably increasing. In order to further keep their stake in the market, companies are forced to improve the relations to their customers by using new business technologies enabling them to differentiate themselves from the competition in offering personalized services especially tailored to their customers' needs. This thesis will concentrate on the opportunities that Customer Relationship Management offers in the wireless world. Mobile applications and instruments that enable companies to create more loyalty among their customers will be pointed out while special focus is laid on SMS-Marketing. A few examples of companies who have been successfully applying wireless marketing will be given. Furthermore, part of this thesis was to carry out an online survey during which a number of people were interviewed about their experience with mobile services and their willingness to accept wireless marketing. The survey results provided a basis upon which the acceptance of possible marketing strategies, designed to increase customer loyalty, could be judged. Inhaltsverzeichnis: Table of Contents: Abbreviations III Figures IV 1. Introduction 1 1.1 Problem statement 2 1.2 Limitation of research topic 3 1.3 Research procedure 4 2. M-Business: Anywhere Anytime Access 5 2.1 Definition of M-Business 5 2.2 Mobile network technology 6 2.2.1 GSM 6 2.2.2 GPRS 7 2.2.3 HSCSD 8 2.2.4 UMTS 8 2.3 Service technology 9 2.3.1 WAP 9 2.3.2 Bluetooth 10 2.3.3 Short Messaging Service (SMS) 11 2.4 iMode as an alternative to WAP 11 2.5 Mobile payment solutions 14 2.5.1 Paybox 14 2.5.2 Mobilpay 16 2.5.3 Payit mobile solution 17 3. Mobile Customer Relationship Management - Key Functions and Definitions 18 3.1 Definition of Customer Relationship Management 18 3.2 CRM - A customer-oriented organizational process 19 3.3 Benefit of CRM 22 3.3.1 Improvement of image 23 3.3.2 Improvement of efficiency 24 3.3.3 Acquisition of new customers 24 3.3.4 Customer bonding 25 3.4 Customer Lifetime Value - A means to measure the success of CRM 26 3.5 CRM in the wireless world 29 3.6 Fields of application 31 3.7 Objectives of Mobile Customer Relationship Management 32 4. M-CRM as a [...]

Potential of Mobile Applications in CRM Tobias Herscher, 2015-08-17 Bachelor Thesis from the year 2013 in the subject Business economics - Offline Marketing and Online Marketing, grade: 2,3, International Business School Nürnberg, course: International Business & Management - Potential of Mobile Applications in CRM, language: English, abstract: A practice-oriented approach to the implementation of mobile devices and mobile CRM strategies into the current service-infrastructure of companies dealing with high complexity in CRM. Mobile is everywhere and it's constantly growing. News are preferably read on the phone, shopping is done via iPad and the travel business has become a highly dynamic patchwork of mobile and online services. The customer has a choice - make it easy to be chosen! [...] Data is ubiquitous and cheap, analytical ability is scarce... The sexiest job in the next ten years will be statistician." (Quote: Google's Chief Economist, Hal Varian) [...] it is essential for companies to act, not to react, predicting, not observing market developments, in order to ensure future success. A company needs to manage customer relations instead of products.

Handbook of Research in Mobile Business: Technical, Methodological, and Social Perspectives Unhelkar, Bhuvan, 2006-04-30 This reference book brings together various perspectives on the usage and application of mobile technologies and networks in global business--Provided by publisher.

The CRM Handbook Jill Dyché, 2002 CRM is an integrated information system that is used to plan, schedule and control the pre-sales and post-sales activities in an organization. This text is a

manager's guide to making the most of CRM techniques for enhancing customer service, sales force effectiveness and marketing strategy.

Business Process Management Journal ,2007

Mobile Platforms, Design, and Apps for Social Commerce Pelet, Jean-Éric,2017-05-17 While social interactions were once a personal endeavor, more contact is now done virtually. Mobile technologies are an ever-expanding area of research which can benefit users on the organizational level, as well as the personal level. *Mobile Platforms, Design, and Apps for Social Commerce* is a critical reference source that overviews the current state of personal digital technologies and experiences. Highlighting fascinating topics such as M-learning applications, social networks, mHealth applications and mobile MOOCs, this publication is designed for all academicians, students, professionals, and researchers that are interested in discovering more about how the use of mobile technologies can aid in human interaction.

Mobile customer relationship management Ragnar Schierholz,2007

Mobile Computing: Concepts, Methodologies, Tools, and Applications Taniar, David,2008-11-30

This multiple-volume publication advances the emergent field of mobile computing offering research on approaches, observations and models pertaining to mobile devices and wireless communications from over 400 leading researchers--Provided by publisher.

Customer Relationship IntroBooks,2019-01-11 Customer Relationship Management is of a great use to the multi-level business arrangement. Its use can be dated back to the era of pre-industrialisation when its need was found for keeping track about the needs and demands of the customer. Many advancements were made since the time but the term 'CRM' was finally identified in 2005. Till date the CRM continuously gets updated with the recent technological advancements made in the software department. This makes the CRM to be endowed with best of the features till date. The CRM even keeps a database consisting of information about its customers personal details as well as the details about the purchasing interests of the customer such as like and dislikes for the item, purchasing history etc. Apart from this, the company also tries to maintain communication through social media platforms to keep themselves updated with the experiences of the customers about the use of their product. It is also essential for maintaining relationship with their customers (new or old) which reflects upon the organisation's final output value. There is a wide application of Customer Relationship Management in certain fields and its scope remains wide.

Introduction to Information Systems R. Kelly Rainer (Jr.),Casey G. Cegielski,Ingrid Spletstoeser-Hogeterp,Cristobal Sanchez-Rodriguez,2013-08-30 The goal of *Introduction to Information Systems*, 3rd Canadian Edition remains the same: to teach all business majors, especially undergraduate ones, how to use information technology to master their current or future jobs and to help ensure the success of their organization. To accomplish this goal, this text helps students to become informed users; that is, persons knowledgeable about information systems and information technology. The focus is not on merely learning the concepts of IT but rather on applying those concepts to facilitate business processes. The authors concentrate on placing information systems in the context of business, so that students will more readily grasp the concepts presented in the text. The theme of this book is What's In IT for Me? This question is asked by all students who take this course. The book will show you that IT is the backbone of any business, whether a student is majoring in Accounting, Finance, Marketing, Human Resources, or Production/Operations Management. Information for the Management Information Systems (MIS) major is also included.

Electronic Commerce 2018 Efraim Turban,Jon Outland,David King,Jae Kyu Lee,Ting-Peng Liang,Deborrah C. Turban,2017-10-12 This new Edition of *Electronic Commerce* is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. Electronic commerce (EC) describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just

about buying and selling; it also is about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook, LinkedIn and Instagram, and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart commerce and the use of AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb). The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility.

Electronic Business: Concepts, Methodologies, Tools, and Applications Lee, In, 2008-12-31 Enhances libraries worldwide through top research compilations from over 250 international authors in the field of e-business.

Emergent Strategies for E-Business Processes, Services and Implications: Advancing Corporate Frameworks Lee, In, 2008-12-31 This book presents a collection of research associated with the emerging e-business technologies and applications, attempting to stimulate the advancement of various e-business frameworks and applications, and to provide future research directions--Provided by publisher.

Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2018-01-05 Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers. To achieve this goal, companies must utilize current digital tools to create a strong online presence. *Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications* is an innovative reference source for the latest academic material on emerging technologies, techniques, strategies, and theories in the promotion of brands through forms of digital media. Highlighting a range of topics, such as mobile commerce, brand communication, and social media, this multi-volume book is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

Customer Relationship Management Srivastava Mallika, With the aim of developing a successful CRM program this book begins with defining CRM and describing the elements of total customer experience, focusing on the front-end organizations that directly touch the customer. The book further discusses dynamics in CRM in services, business market, human resource and rural market. It also discusses the technology aspects of CRM like data mining, technological tools and most importantly social CRM. The book can serve as a guide for deploying CRM in an organization stating the critical success factors. **KEY FEATURES** • Basic concepts of CRM and environmental changes that lead to CRM adoption • Technological advancements that have served as catalyst for managing relationships • Customer strategy as a necessary and important element for managing every successful organization • CRM is not about developing a friendly relationship with the customers but involves developing strategies for retention, and using them for achieving very high levels of customer satisfaction • The concept of customer loyalty management as an important business strategy • The role of CRM in business market • The importance of people factor for the organization from the customer's perspective • Central role of customer related databases to successfully deliver CRM objectives • Data, people, infrastructure, and budget are the four main areas that support the desired CRM strategy

Smart Technology Applications in Business Environments Issa, Tomayess, Kommers, Piet, Issa, Theodora, Isaías, Pedro, Issa, Touma B., 2017-03-03 Technology continues to make great strides in society by providing opportunities for advancement, inclusion, and global competency. As new systems and tools arise, novel applications are created as well. *Smart Technology Applications in Business Environments* is an essential reference source for the latest scholarly research on the

risks and opportunities of utilizing the latest technologies in different aspects of society such as education, healthcare systems, and corporations. Featuring extensive coverage on a broad range of topics and perspectives including virtual reality, robotics, and social media, this publication is ideally designed for academicians, researchers, students, and practitioners seeking current research on the improvement and increased productivity from the implementation of smart technologies.

E-Marketing: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2012-05-31 The popularity of e-marketing has helped both small and large businesses to get their products and services message to an unbounded number of potential clients. Keeping in contact with your customers no longer require an extended period of time but rather mere seconds. *E-Marketing: Concepts, Methodologies, Tools, and Applications* presents a vital compendium of research detailing the latest case studies, architectures, frameworks, methodologies, and research on e-marketing. With contributions from authors around the world, this three-volume collection presents the most sophisticated research and developments from the field, relevant to researchers, academics, and practitioners alike. In order to stay abreast of the latest research, this book affords a vital look into electronic marketing research.

Research Anthology on Recent Trends, Tools, and Implications of Computer Programming Management Association, Information Resources, 2020-08-03 Programming has become a significant part of connecting theoretical development and scientific application computation. Computer programs and processes that take into account the goals and needs of the user meet with the greatest success, so it behooves software engineers to consider the human element inherent in every line of code they write. *Research Anthology on Recent Trends, Tools, and Implications of Computer Programming* is a vital reference source that examines the latest scholarly material on trends, techniques, and uses of various programming applications and examines the benefits and challenges of these computational developments. Highlighting a range of topics such as coding standards, software engineering, and computer systems development, this multi-volume book is ideally designed for programmers, computer scientists, software developers, analysts, security experts, IoT software programmers, computer and software engineers, students, professionals, and researchers.

Handbook of Research on Mobile Marketing Management Pousttchi, Key, Wiedemann, Dietmar G., 2009-11-30 This book provides a compelling collection of innovative mobile marketing thoughts and practices--Provided by publisher.

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Mobile Crm Introduction

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