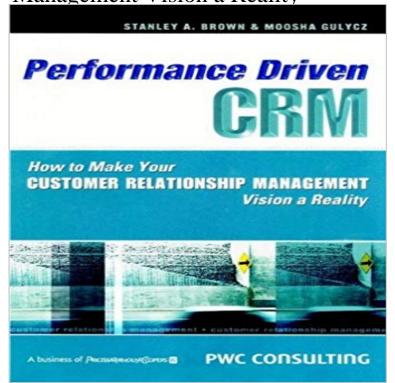
Performance Driven CRM: How to Make Your Customer Relationship Management Vision a Reality



How to tell if-and how much-CRM is working in your firm Enthusiastically adopted by many firms as the way of the future. Customer Relationship Management is now facing its toughest challenge yet: the company evaluation. Measuring what gains CRM has made for your company, if any, is sound business. And Performance-Driven CRM lets you determine how sound your investment in CRM has been, with practical tools for measuring and monitoring CRM initiatives and its impact on operations and the line. bottom Fully equipped questionnaires, assessment tools, exercises, and action plans, the book also contains case studies and best practice examples PricewaterhouseCooperss from CRM practice, including FedEx, NEC, and Sears. With tips on e-business applications, the book describes how to use Web tools in research and what to measure in an Internet environment. This is an ideal resource for measuring-and maximizing-the return on your firms CRM investment.

[PDF] The Road Headed West: A 6,000-Mile Cycling Odyssey through North America

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[PDF] Billy Says... Series: Six therapeutic storybooks to help children on their journey through fostering or adoption

[PDF] Birders Guide to Texas (Birders Guides)

[PDF] Building and Managing a Commercial Property Portfolio: The Easyway (Easyway Guides)

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