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Ecrm Kundenbindung
Im Internet Durch
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**Electronic Customer Relationship
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**Electronic customer relationship
management (E-CRM) is the
application of Internet-based
technologies such as emails,
websites, chat rooms, forums and
other channels to achieve CRM**

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objectives. It is a well-structured and coordinated process of CRM that automates the processes in marketing, sales and customer service.

"Electronic Customer Relationship Management (eCRM ...

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According to Fjermestad, J and Romano, N (2006), electronic customer relationship management (E-CRM) is a business strategy that utilizes the power of technology to tie together all aspects of a company's business with the goal of building long-term customer

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loyalty. This concept of relationship marketing was founded by Leonard berry at the American marketing associations...

ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (eCRM ...

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***eCRM stands for Electronic
Customer Relationship***

***Management. It involves the
integration of web channels into the
overall enterprise CRM strategy,
with the aim to providing
consistency within areas relative to
sales, customer service support***

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*(CSS) and marketing initiatives
(Gartner).*

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***E-CRM / E-Customer Relationship
Management / CRM Software ...
Electronic customer relationship
management (eCRM) is seen to
arise from the consolidation of***

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Cornelia Eckloff*

traditional CRM with the e-business applications marketplace and has created a flurry of activity among companies. ECRM is the proverbial double-edge sword, presenting both opportunities and challenges for companies considering its adoption and implementation.

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***Definition of Electronic Customer
Relationship Management...***

***Customer relationship management
(CRM) systems provide business
owners with the strategy, system
and tools to help them interact with
their customers. In the late 1990s,***

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the Internet and electronic commerce changed CRM, and a new term, electronic customer relationship management (ECRM), was born. Today there is little difference between the two.

eCRM - Multimedia Marketing

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***Looking for online definition of
ECRM or what ECRM stands for?***

***ECRM is listed in the World's
largest and most authoritative
dictionary database of
abbreviations and acronyms The
Free Dictionary***

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T1: Electronic Customer Relationship Management (e-CRM)

***CRM focuses specifically on the
relationship with customers and
eCRM focuses even further on the
electronic relationship with
customers. This means that
marketers can deliver cheaper,***

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faster and more flexible CRM. With its customer orientation, CRM helps marketers by growing longer lasting customer relationships.

What is Electronic Customer Relationship Management (E-CRM

...

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The eCRM or electronic customer relationship management coined by Oscar Gomes encompasses all standard CRM functions with the use of the net environment i.e., intranet, extranet and internet. Electronic CRM concerns all forms of managing relationships with

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*customers through the use of
information technology ().. eCRM
processes include data collection,
data aggregation, and customer
interaction.*

***Electronic Customer Relationship
Management (eCRM ...***

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***What is Electronic Customer
Relationship Management (eCRM)?***

***Definition of Electronic Customer
Relationship Management (eCRM):
The e-Business initiatives of a firm
concerned with attracting,
maintaining, and enhancing the
relationship between the firm and***

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the customers it serves.

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eCRM – Electronic Customer

Relationship Management | 21st ...

*E-CRM, or Electronic Customer
Relationship Management, is an
integrated online sales, marketing
and service strategy that is used to*

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*identify, attract and retain an
organisation's customers. It*

*describes improved and increased
communication between an
organisation and its clients by
creating and enhancing customer
interaction through innovative
technology.*

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***What Is the Difference Between
CRM & ECRM? | Bizfluent
in the form of electronic customer
relationship management (eCRM)
technology. This type of CRM
software provides the function-ality
that enables a firm to make the***

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customer the focal point of all organisational decisions (Nemati et al.,) and innovations in such technology and the Internet are just some of several factors

What is Electronic Customer Relationship Management (eCRM ...

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customer relationship management (CRM) A customer service approach that focuses on building long-term and sustainable customer relationships that add value both for the customer and the selling company. electronic CRM (e-CRM) Customer relationship management

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conducted electronically.

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***E-CRM: Meaning, Evolution and
Benefits*** Edition

Part of the Marketing Commons

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eCRM - Wikipedia

eCRM (electronic customer relationship marketing) helps companies maintain and improve relations with customers by utilizing customer data through an electronic system. In this article, we will analyze eCRM, how it works,

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and its case studies.

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**eCRM: Everything You Need To
Know! - eLearning Industry**

**Electronic customer relationship
management (e-CRM) involves the
integration of Web channels into
the overall enterprise CRM strategy**

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***with the goal of driving consistency
within all channels relative to sales,
customer service and support
(CSS) and marketing initiatives. It
can support a seamless customer
experience and maximize customer
satisfaction, customer loyalty and
revenue.***

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**ELECTRONIC CUSTOMER
RELATIONSHIP MANAGEMENT (E-
CRM)**

*E-Customer Relationship
Management. We have developed a
Web-Based platform from which
workgroups can easily create*

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unlimited applications to automate business processes & improve collaboration. Electronic Customer Relationship Management (CRM) is a way to identify, acquire, and retain customers - a business' greatest asset.

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**Electronic Customer Relationship
Management (eCRM ...**

**ELECTRONIC CUSTOMER
RELATIONSHIP MANAGEMENT (E-
CRM) APPENDIX Content B.1
Customer Relationship
Management Defined B.2 CRM
Applications B.3 CRM**

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*Implementation Issues Managerial
Issues Closing Case: How Bank
Austria Uses Data Mining to Identify
Potential ... as selling, marketing,
and customer service.*

***ECRM and Its Evolution | DIGITAL
MARKET***

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Electronic customer relationship management (eCRM) is seen to arise from the consolidation of traditional CRM with the e-business applications marketplace and has created a flurry of activity among companies. eCRM is the proverbial double-edged sword, presenting

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***both opportunities and challenges
for companies considering its
adoption and implementation. This
paper explores the marketing ...***

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