



Multi Channel Management (German Edition)

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Studienarbeit aus dem Jahr 2001 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,7, Katholische Universität Eichstätt-Ingolstadt (Wirtschaftswissenschaftliche Fakultät), Veranstaltung: Projektseminar Wirtschaftsinformatik, 15 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: 1 Einleitung

Customer Relationship Management (CRM) ist ein ganzheitlicher Ansatz zur Unternehmensführung. Er versucht durch integrierte und individuelle Marketing-, Vertriebs- und Servicekonzepte einen Mehrwert sowohl für den Kunden, als auch für das Unternehmen zu schaffen.(1)

CRM hat zum einen eine unternehmensstrategische und zum anderen eine informationssystembezogene Perspektive. Der unternehmensstrategische Bereich umfasst die Ausrichtung aller Geschäftsprozesse auf den Kunden. Die informationssystembezogene Perspektive beinhaltet die Zusammenführung aller kundenbezogenen Informationen und die Synchronisation der Kommunikationskanäle.(2) Wie lässt sich nun das Multi Channel Management (MCM) in den CRM Prozess einordnen? Aufbauend auf softwaregestützte Informationssysteme werden die Kanäle den Kundenwünschen optimal angepasst.

Dabei sollen sowohl der Kunden- als auch der Unternehmensnutzen optimiert werden. Das MCM tangiert deshalb beide Bereiche des CRM.

In dieser Arbeit werden unter dem Stichwort Kanäle nicht die Vertriebskanäle subsumiert, sondern sämtliche Channels über die das Unternehmen mit den Konsumenten, von der Vor-Konsumphase über die Konsumphase bis zur Nach-Konsumphase, in Kontakt tritt.

In der folgenden Arbeit wird zuerst eine Einführung in verschiedene Aspekte des MCM gegeben.

Anschließend wird auf den Aufbau eines MCM-Systems näher eingegangen. Zuletzt werden kurz mögliche Probleme bei der Einführung eines MCM-Systems diskutiert.

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