



Customer Management Excellence: Successful Strategies from Service Leaders

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DESCRIPTION

CRM today is much like BPR in the 1990s. It is the strategy of the 21st century. Everyone is jumping on the bandwagon, but few are doing it in a way that will reap long-term benefits. And while billions are being spent worldwide, as yet there is not one case study of a true CRM focused company that is achieving major business success. Why?

Three years ago Quest Media introduced the National Customer Service Awards. The philosophy was to research, recognise and reward organisations that were pushing the barriers of customer management to new limits. Written by the editor of Customer Management magazine, this book draws on Quest's research to reflect the current thinking behind today's front-runners in the customer management field. The authors challenge accepted thought processes and give realistic timeframes for implementing the innovative thinking that will produce tomorrow's Customer Management Excellence.

- * An 'all you need to know about customer management' handbook - draws on the authors' vast experience to help unravel this complex topic
- * Provides case studies and examples of organisations that are award-winners in their innovative customer management techniques
- * Includes a glossary of terms and checklists to help readers benchmark their own progress in implementing successful customer management

ABOUT THE AUTHOR

Adrian Tripp and Steve Hurst

Adrian Tripp is founder and Group Publishing Manager of Quest Media. Quest Media publishes two magazines: *Customer Manager - Strategy & Practice for the Customer-Driven Enterprise* and *Winning Business*. In addition to the two magazines, Quest Media run frequent seminars on subjects related to the magazines, in association with the Institute of Professional Sales. They produce research reports on sales and customer management issues - available through seminars and the magazines (eg: *The Future of Selling* 250pp). Most recently they launched the National Sales Awards, again, in association with the Institute of Professional Sales (1200 people came to the dinner). They are currently developing on-line products such as benchmarking tools that are deliverable over the web.

The aim of Quest Media is to raise the profile of the 'selling profession' and to give it more status than it has afforded in the past.

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