A HARVARD BUSINESS REVIEW BOOK

Keeping Customers

JOHN J. SVIOKLA AND BENSON P. SHAPIRO

Keeping Customers Harvard Business Review

Don Peppers, Martha Rogers

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After-Sales Excellence Nigel Woodall,2025-10-10 Fix what is broken elevate what works and lead in after sales After sales Excellence Driving Improvement Customer Satisfaction and Growth is the essential guide for anyone navigating this highly competitive world Drawing on over 45 years of hands on experience as an employee senior business leader and consultant the author delivers a practical no nonsense roadmap for business improvement Operating within the after sales aka aftermarket marketplace for products and services are Original equipment manufacturers OEMs Stockists Distributors Maintainers Replacement manufacturers copyists Recyclers Chasing the same customers they create a fast paced high volume complex and constantly changing marketplace Written in a concise accessible style the book focuses on the most commonly occurring challenges that prevent after sales organizations from achieving optimum performance Using many real life examples and industry insights it reveals proven strategies frameworks and key secrets used by top performers to attract retain and grow high value customers Ideal for entrepreneurs business owners leaders investors and students this book is like having a dedicated consultant on call to help you transform performance boost return on investment ROI and stay ahead of the competition Keep Your Customers Ali Cudby,2020-01-07 This fresh take on retention and revenue is a useful guide to long term customer loyalty that s engaging insightful and actionable a fast easy read Jonathan Tower Managing Partner Catapult VC It costs 5 to 25 times more for companies to acquire a new customer versus retaining an existing one

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Customer Relationship Management Roger J. Baran, Robert J. Galka, 2016-12-08 This book balances the behavioral and database aspects of customer relationship management providing students with a comprehensive introduction to an often overlooked but important aspect of marketing strategy Baran and Galka deliver a book that helps students understand how an enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace This edition has several new features Updates that take into account the latest research and changes in organizational dynamics business to business relationships social media database management and technology advances that impact CRM New material on big data and the use of mobile technology An overhaul of the social networking chapter reflecting the true state of this dynamic aspect of customer relationship management today A broader discussion of the relationship between CRM and the marketing function as well as its implications for the organization as a whole Cutting edge examples and images to keep readers engaged and interested A complete typology of marketing strategies to be used in the CRM strategy cycle acquisition retention and win back of customers With chapter summaries key terms questions exercises and cases this book will truly appeal to upper level students of customer relationship management Online resources including PowerPoint slides an instructor's manual and test bank provide instructors with everything they need for a comprehensive course in customer A Research Agenda for Service Innovation Faïz Gallouj, Faridah Djellal, 2018-08-31 This relationship management book aims to take account of the major advances made in Service Innovation Studies SIS and above all to provide an agenda setting out the research priorities in the field This agenda is established by considering the issue of innovation in services in relation to a number of major contemporary challenges including environmental issues social inclusion economic

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