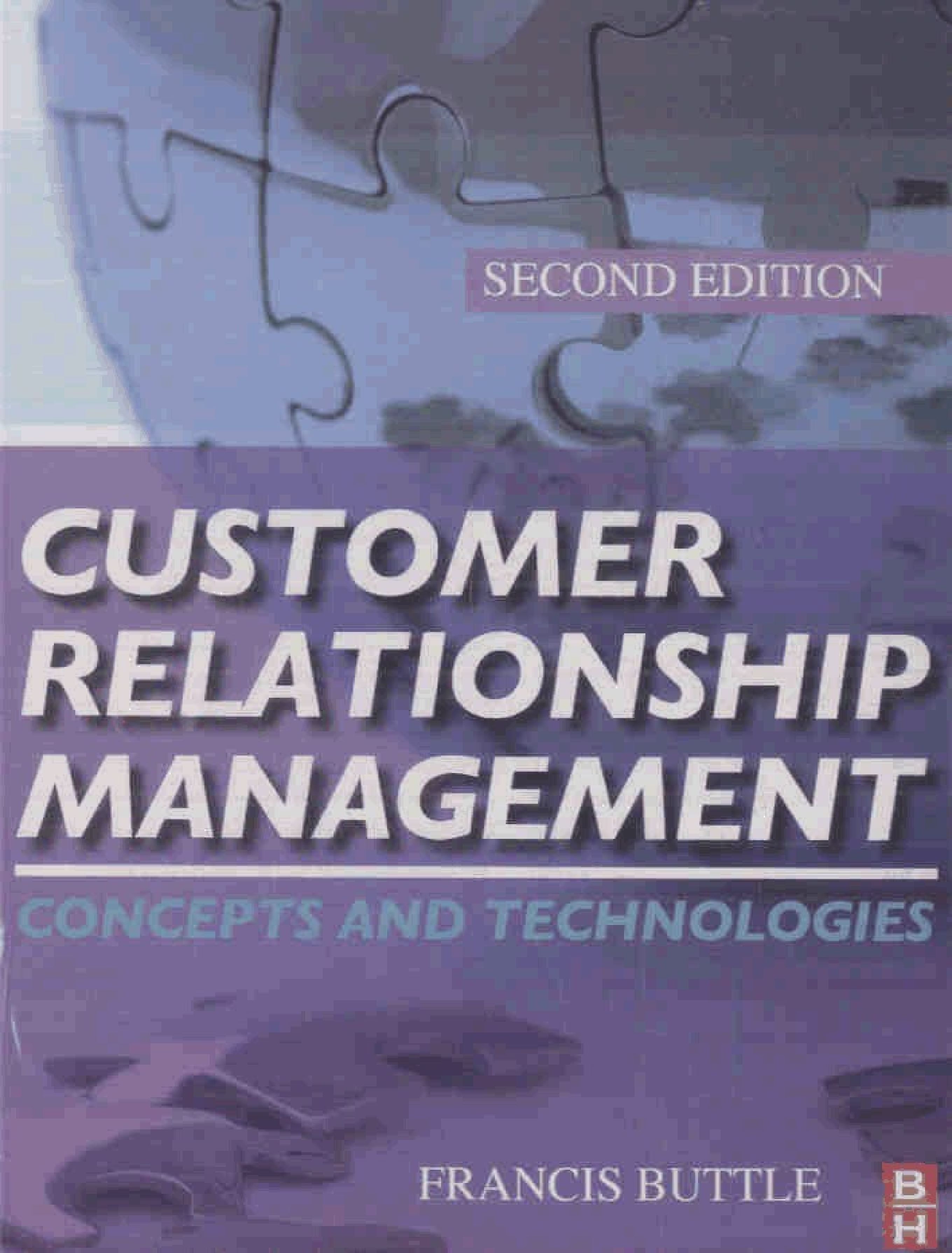

SECOND EDITION

CUSTOMER RELATIONSHIP MANAGEMENT

CONCEPTS AND TECHNOLOGIES

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Contents

Foreword *xi*
Preface *xiii*
Acknowledgements *xvii*
About the author *xxi*

1 Introduction to customer relationship management **1**
Chapter objectives 3
Introduction 3
Strategic CRM 4
Operational CRM 6
Analytical CRM 9
Collaborative CRM 11
Misunderstandings about CRM 12
Defining CRM 14
CRM constituencies 16
Commercial contexts of CRM 17
The not-for-profit context 18
Models of CRM 18
Summary 22
References 22

2 Understanding relationships **25**
Chapter objectives 27
What is a relationship? 27
Relationship quality 30
Why companies want relationships with customers 31
Why companies do NOT want relationships with customers 40
Why customers want relationships with suppliers 41
Why customers do NOT want relationships with suppliers 42
Customer satisfaction, loyalty and business performance 43
Researching the satisfaction–profit chain 46
Relationship management theories 50
Summary 55
References 55

3 Planning and implementing customer relationship management projects **61**
Chapter objectives 63
Introduction 63

CRM implementation 63
Phase 1: Develop the CRM strategy 65
Phase 2: Build CRM project foundations 72
Phase 3: Needs specification and partner selection 80
Phase 4: Project implementation 89
Phase 5: Evaluate performance 90
Summary 91
References 91

4 Developing, managing and using customer-related databases 93
Chapter objectives 95
Introduction 95
What is a customer-related database? 95
Developing a customer-related database 96
Select the database technology and hardware platform 102
Maintain the database 107
Desirable data attributes 108
Data integration 109
Data warehousing 111
Data marts 112
Data access and interrogation 113
Data mining 114
Privacy issues 117
Summary 120
References 120

5 Customer portfolio management 123
Chapter objectives 125
What is a portfolio? 125
Who is the customer? 126
Basic disciplines for CPM 127
Market segmentation 127
Sales forecasting 136
Activity-based costing 138
Lifetime value estimation 141
Data mining 143
CPM in the business-to-business context 147
Additional customer portfolio management tools 154
Strategically significant customers 157
The seven core customer management strategies 158
Summary 160
References 160

6 Customer relationship management and customer experience 163
Chapter objectives 165
Introduction 165
What is meant by customer experience? 165
Experiential marketing strategies and tactics 174
Customer experience and the role of CRM 178

Features of CRM software applications that influence customer experience 179
Researching the link between customer experience and CRM 182
Summary 183
References 183

7 **Creating value for customers** **185**
Chapter objectives 187
Introduction 187
Understanding value 187
Sources of customer value 191
Customization 193
Value from products 197
Value from service 201
Value from processes 210
Value from people 213
Value from physical evidence 214
Value from customer communication 216
Value from channels 218
Summary 219
References 220

8 **Managing the customer lifecycle: customer acquisition** **225**
Chapter objectives 227
Introduction 227
What is a new customer? 228
Customer value estimates 231
Prospecting 233
Key performance indicators of customer acquisition programmes 248
Making the right offer 249
Operational CRM tools that help customer acquisition 250
Support from CRM analytics 252
Summary 253
References 253

9 **Managing the customer lifecycle: customer retention and development** **255**
Chapter objectives 257
Introduction 257
What is customer retention? 258
Manage customer retention or value retention? 260
Economics of customer retention 261
Which customers to retain? 262
Strategies for customer retention 263
Positive customer retention strategies 263
Learning from research into customer commitment 277
Context makes a difference 280
Key performance indicators of customer retention programmes 281
The role of research 282
Strategies for customer development 283

Strategies for terminating customer relationships 284
Summary 287
References 287

10 Managing networks for customer relationship management performance **291**
Chapter objectives 293
Introduction 293
What is a network? 294
Business networks 295
Network position 296
What is meant by 'focal firm?' 298
Business networks and CRM 298
The SCOPE of CRM 299
Supplier networks 300
Distribution networks 301
Principles of network management 303
Management of networks 303
Management in networks 306
Research into network competence 307
Summary 307
References 308

11 Managing supplier and partner relationships **311**
Chapter objectives 313
Introduction 313
Supplier relationships 314
Product development 315
Supplier accreditation programmes 315
Process alignment 317
Trends in supplier relationship management 320
Product development alliances 323
Electronic procurement 324
Partners 327
Partners in value creation 327
Alliances between non-competing firms 329
Alliances between competing firms 330
Category teams 331
Benchmarking partners 331
Regulators 333
Customer advocacy groups 333
Sponsors 335
Partners in value delivery 336
Summary 340
References 340

12 Managing investor and employee relationships **343**
Chapter objectives 345
Introduction 345
Owner/investor relationships 345

Educate current investors 349
Investor relations portals 351
Employees 351
Internal marketing 353
Empowerment 354
The service–profit chain 355
Employee relationship management (ERM) software applications 357
Summary 359
References 360

13 **Information technology for customer relationship management** **363**
Chapter objectives 365
Introduction 365
Origins of CRM technology 365
The CRM ecosystem 369
CRM solutions 372
CRM analytics 377
CRM architecture 381
Multichannel CRM 381
Mobile and wireless solutions 383
Integration 385
Knowledge management 389
Automated workflow 390
Summary 391
References 392

14 **Sales-force automation** **393**
Chapter objectives 395
Introduction 395
What is SFA? 396
The SFA ecosystem 396
SFA software functionality 398
SFA adoption 406
How SFA changes sales performance 408
Summary 409
References 410

15 **Marketing automation** **413**
Chapter objectives 415
Introduction 415
What is marketing automation? 415
Benefits of marketing automation 416
Software applications for marketing 417
Summary 439
References 440

16 **Service automation** **443**
Chapter objectives 445
Introduction 445

What is customer service? 445
What is service automation? 447
Benefits from service automation 449
Software applications for service 450
Summary 461
References 461

17 Organizational issues and customer relationship management 463
Chapter objectives 465
Introduction 465
Organizational roles and CRM 465
Strategic goals of CRM 469
Conventional customer management structures 469
Network and virtual organizations 474
Person-to-person contacts 475
Key account management 476
Team selling 481
Summary 482
References 483

Index 485