



Instrumente zur Erhöhung der Kundenzufriedenheit und -bindung (German Edition)

Doreen Grittner

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Akademische Arbeit aus dem Jahr 2005 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,6, Fachhochschule Brandenburg (DDA Berlin), Sprache: Deutsch, Abstract: In dieser Arbeit geht es um Instrumente, die die Kundenzufriedenheit bzw. die Kundenbindung erhöhen. Ein Teilabschnitt befasst sich mit der Servicequalität und der letzte Punkt zeigt kurz ein Praxisbeispiel von der CallCompany Telekommunikationsdienste GmbH, wie diese mit Kundenorientierung, Kundenzufriedenheit und Kundenbindung in ihrem Unternehmen umgeht.

Aus dem Inhalt:

Kundenbindungsinstrumente;

Integriertes Kundenbindungsmanagement;

Servicequalitäten als Voraussetzung für mehr Kundenorientierung, Kundenzufriedenheit und Kundenbindung;
Praxisbeispiel.

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