



Social Customer Relationship Management (German Edition)

Katharina Fein

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Essay aus dem Jahr 2012 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,7, Universität Kassel, Sprache: Deutsch, Abstract:

Gerade in wirtschaftlich schwierigen Zeiten ist es sehr wichtig die Kundenbeziehung zu pflegen und zu erhalten. Das Wissen über die Kunden ist essentiell, um ihre individuellen Bedürfnisse zu befriedigen und eine profitable Beziehung aufzubauen (vgl. Faase et al. 2011, S. 2). Wissenschaft als auch Praxis haben die Wichtigkeit der Kundenbeziehung erkannt und einen Wandel weg von der produkt- und transaktionsorientierten Sichtweise vollzogen (vgl. Elmuti et al. 2009, S. 75; Reinartz et al. 2004, S. 293). Das Customer Relationship Management (CRM) hat sich als ein wichtiges Forschungsfeld im Bereich Wirtschaftsinformatik und Marketing etabliert (Gneiser 2010, S.95). Hier wird CRM, wie folgt, definiert: „Customer Relationship Management umfasst den Aufbau und die Festigung langfristig profitabler Kundenbeziehungen durch abgestimmte und kundenindividuelle Marketing-, Sales- und Servicekonzepte mit Hilfe moderner Informations- und Kommunikationstechnologien.“

(Leußer et al. 2011, S.18)

In Zukunft wird sich das klassische CRM verändern, denn „...consumers are becoming more powerful.“ (Woodcock et al. 2011, S. 51). Grund ist der stärker werdende Social Media-„Hype“ in den letzten Jahren (vgl. Ang 2011, S. 31). Aus Sicht des CRM wandelt sich der mittelbare Kundenkontakt über Call-Center-Agenten und Außendienstmitarbeiter hin zu einem unmittelbaren mit den Kunden (vgl. Alt/Reinhold 2012, S. 281). Haben die Kunden früher die Hotline angerufen, fragen sie heute in den Sozialen Medien ihre Freunde. Immer mehr Menschen nutzen ihre PC's, Smartphones und Tablet PC's um über zahlreiche Social Media Kanäle zu kommunizieren. Sie sammeln Informationen über Produkte und Dienstleistungen, geben Feedback und lesen Empfehlungen von anderen Nutzern (vgl. Hart/Kassem 2012, S. 75; Greve 2011a, S. 16; Woodstock et al. 2011, S.51).

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