

PROFITABLE CUSTOMER ENGAGEMENT

CONCEPT, METRICS, AND STRATEGIES

V. KUMAR

Profitable Customer Engagement Concept Metrics And Strategies

Su Mi Dahlgaard-Park



Profitable Customer Engagement Concept Metrics And Strategies:

Profitable Customer Engagement V. Kumar, 2019-01-17 The concept of customer engagement has evolved as a powerful tool for building a profitable approach to customer management Profitable Customer Engagement is an authoritative book that communicates the fundamentals of profitable customer engagement by proposing a customer engagement value CEV framework It is a first of its kind book that outlines the methods of engaging customers profitably in business to consumer as well as business to business settings The book offers firms with definitions of the metrics within the CEV framework and the ways to measure and maximize these metrics that can help in engaging customers profitably The interrelationships between these metrics i e how each metric impacts the other are also explained in detail with real life examples

Customer Engagement Marketing Robert W. Palmatier, V. Kumar, Colleen M. Harmeling, 2017-08-29 This book provides a synthesis of research perspectives on customer engagement through a collection of chapters from thought leaders It identifies cutting edge metrics for capturing and measuring customer engagement and highlights best practices in implementing customer engagement marketing strategies Responding to the rapidly changing business landscape where consumers are more connected accessible and informed than ever before many firms are investing in customer engagement marketing The book will appeal to academics practitioners consultants and managers looking to improve customer engagement

The SAGE Encyclopedia of Quality and the Service Economy Su Mi Dahlgaard-Park, 2015-05-29 Society globally has entered into what might be called the service economy Services now constitute the largest share of GDP in most countries and provide the major source of employment in both developed and developing countries Services permeate all aspects of peoples lives and are becoming inseparable from most aspects of economic activity Quality management has been a dominating managerial practice since World War II With quality management initially associated with manufacturing industries one might assume the relevance of quality management might decrease with the emergence of the service economy To the contrary the emergence of the service economy strengthened the importance of quality issues which no longer are associated only with manufacturing industries but are increasingly applied in all service sectors as well Today we talk not only about product or service quality but have even expanded the framework of quality to quality of life and quality of environment Thus quality and services have emerged in parallel as closely interrelated fields The Encyclopedia of Quality and the Service Economy explores such relevant questions as What are the characteristics nature and definitions of quality and services How do we define quality of products quality of services or quality of life How are services distinguished from goods How do we measure various aspects of quality and services How can products and service quality be managed most effectively and efficiently What is the role of customers in creation of values These questions and more are explored within the pages of this two volume A to Z reference work

The Routledge Companion to Strategic Marketing Bodo B. Schlegelmilch, Russell S. Winer, 2020-11-24 The Routledge Companion to Strategic Marketing offers the latest insights into

marketing strategy Bodo Schlegelmilch and Russ Winer present 29 specially commissioned chapters which include up to date thinking on a diverse range of marketing strategy topics Readers benefit from the latest strategic insights of leading experts from universities around the world Contributing authors are from among others the U S Berkeley Cornell MIT New York University Texas A M Europe the Hanken School of Economics INSEAD the University of Oxford the University of Groningen WU Vienna and Asia the Indian School of Business Tongji University The topics addressed include economic foundations of marketing strategy competition in digital marketing strategy e g mobile payment systems and social media strategy marketing strategy and corporate social responsibility as well as perspectives on capturing the impact of marketing strategy Collectively this authoritative guide is an accessible tool for researchers students and practitioners *Customer Engagement in Theory and Practice* Katarzyna Żyminkowska, 2019-02-27 Offering a pragmatic understanding of customer engagement as an object of effective marketing management this book takes an integrative approach and brings together different streams of marketing research such as customer activism and value formation The author explores the notion of customer engagement by analysing empirical data compiled from firms operating in the consumer goods and services sectors as well as from the consumers themselves An insightful read for scholars of consumer behaviour and customer relationship management this book advances understanding of the drivers components and effects both positive and negative of customer engagement and proposes a comprehensive framework for its management *Valuing Customer Engagement V. Kumar*, 2024-02-14 In recent years the concept of customer engagement has evolved as a powerful tool in the managerial toolkit of firms to incorporate a profitable approach to customer management There is a pressing need for an authoritative book that communicates the fundamentals of profitable customer engagement by proposing a customer engagement value framework This book *Valuing Customer Engagement* is first of its kind on customer engagement that outlines the theory and methods of engaging customers profitably in business to consumer and business to business settings Written by world renowned scholar and thought leader V Kumar this seminal work book explains the definitions of the metrics within the CEV framework and analyzes ways to measure and maximize these metrics that can help in engaging customers profitably Dr Kumar also reveals the interrelationships between these metrics i e how each metric impacts the other with examples from all over the world This updated edition introduces of Customer Valuation Theory as a way of quantifying direct and indirect engagement value while presenting newer applications and case studies With practical examples of companies that have benefited by implementing these strategies this guide is a must have for business executives who want to maximize companies profitability as well as students wanting to learn how to engage customers and build loyalty **Handbook of Research on Customer Engagement** Linda D. Hollebeek, David E. Sprott, 2019 Customer engagement is now a critical research priority in contemporary marketing In this Handbook a cadre of international scholars offer an overview of current research on this rapidly growing field of study The Customering Method Aaron Spinley, 2024-11-01 Despite the promise

of enhanced customer engagement through new technology consumer trust has suffered widespread collapse and annual corporate losses are in the trillions This book exposes the faulty foundation of the populist Customer Experience CX movement upturns long held beliefs in its effectiveness and details an alternative industrial approach to the customer asset base Aaron Spinley is recognized as a foremost mind in the realm of customer science and strategy His work helps us to understand and extract customer value based on evidence and in so doing influences our relationship with technology for better results The Customering Method marries the sciences and managerial precedent with contemporary capability optimizing the intersection with marketing mitigating risk and attrition rates increasing sales propensity and restoring profitability Throughout Spinley provides practical examples that are relatable actionable and defensible These concepts have already influenced senior leaders CEOs chief marketing officers and directors of customer experience across many organizations Now in published form this is perhaps the most important book in the field for decades **Handbook of Service Marketing Research** Roland T. Rust, Ming-Hui Huang, 2014-02-28 The Handbook of Service Marketing Research brings together an all star team of leading researchers in service marketing to explore many of the hottest topics in service marketing today Cutting edge topics include customer relationships and loyalty **Positief verrast** Marieke van der Laan, 2017-09-27 Iedereen is klant En iedereen heeft wel n of meerdere favoriete ondernemingen waar hij zelfs een enthousiaste klant is Jij ook Bij die bedrijven heb je Customer Delight ervaren En wat doet dit met je Je komt er terug voor meer aankopen je prijst het bedrijf aan bij vrienden en je let goed op dat je op tijd betaalt Toch Als mkb er of manager van mensen met klantcontact zou je veel van dit soort enthousiaste klanten willen hebben Dat kun je bereiken met behulp van een Customer Delight strategie In het boek Positief verrast gids Marieke van der Laan je op speelse wijze door de noodzakelijke achtergrondkennis van Customer Delight Ze bespreekt verder 8 praktische instrumenten die je input geven om de Customer Delight strategie succesvol te implementeren in je eigen organisatie Concrete en inspirerende voorbeelden van dertien referentiebedrijven illustreren en ondersteunen deze theorie en praktische instrumenten Je kunt morgen al aan de slag

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