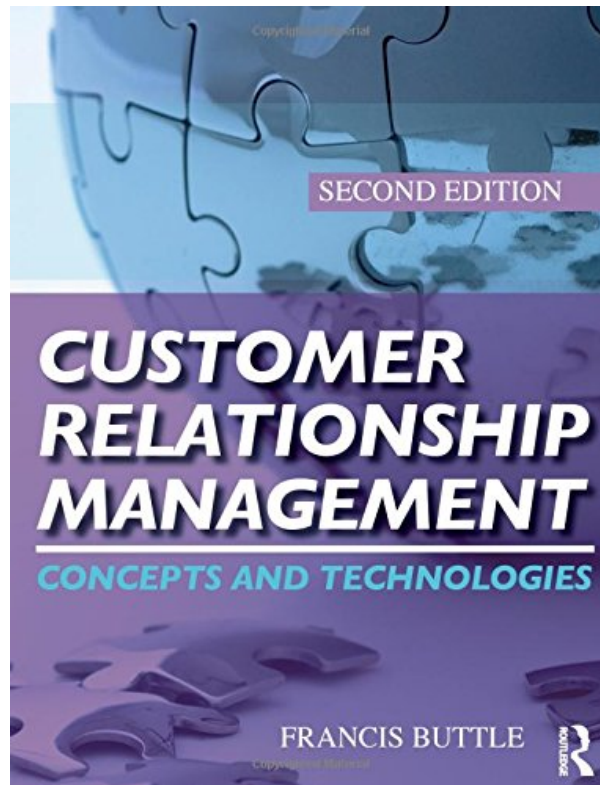
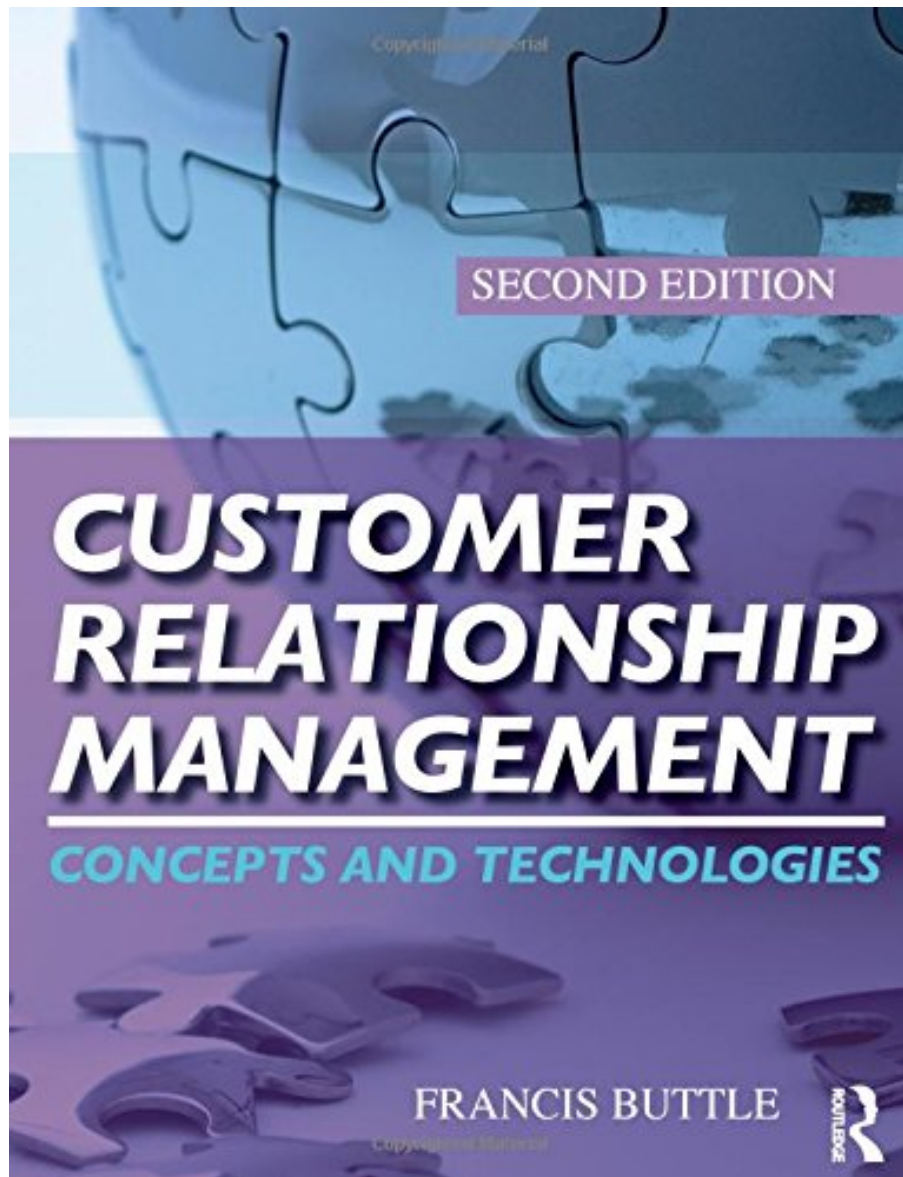


# **CUSTOMER RELATIONSHIP MANAGEMENT BY FRANCIS BUTTLE**



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## Review

Praise for the previous edition:

"Absolutely the best exposition of Customer Relationship Management. I can't think of a better guide to increasing your performance and profits."

- Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, USA.

## From the Back Cover

This book provides a comprehensive and balanced review of Customer Relationship Management. It explains what CRM is, the benefits it delivers, the contexts in which it is used, the technologies that are deployed, and how it can be implemented. Rather than being tied to any single perspective, the book identifies and explores four different forms of CRM - strategic, operational, analytical and collaborative. Technology is a key attribute of CRM, but this book puts that technology into a managerial and operational context. Although a number of chapters are dedicated to technology issues, and technology is considered throughout the book, the book is not about technology, per se. Rather it is about how CRM technologies can be used to enhance the achievement of marketing, sales, and service objectives, and support broader organizational goals.

To ensure it is both theoretically sound and managerially relevant, the book draws on academic and independent research. Findings from a wide range of academic disciplines contribute to the book, including marketing, sales, customer service, human resources, technology management, strategy, change management, project management, leadership, operations, management accounting, finance, and organisational behaviour. Supplementing these academic credentials, the book also makes use of research conducted by independent analysts such as Gartner and Forrester, two organizations that conduct leading-edge, state-of-the-art research into CRM and related areas.

The book explains how CRM can be used throughout the customer life-cycle stages of customer acquisition, retention and development. It is liberally illustrated both with screenshots from CRM software applications, and case illustrations of CRM in practice.

Ideal for use as a core textbook by students on CRM or related courses such as relationship marketing, database marketing or key account management, the book is equally valuable for industry professionals. This includes those pursuing professional qualifications or accreditation in marketing, sales or service management, and mid-level to senior managers who are involved in CRM programs and system implementations, whether in a marketing department, the sales force or the service centre.

#### About the Author

Francis Buttle, PhD, is founder and principal consultant of Francis Buttle & Associates, a Sydney, Australia-based business that helps organizations become more skilled and successful at customer acquisition, retention and development. Francis has spent most of the last 30 years in various academic roles around the world. He has been a Professor of Customer Relationship Management, Professor of Marketing, Professor of Relationship Marketing, and Professor of Management at a number of leading graduate schools of management, including Manchester Business School (UK), Cranfield School of Management (UK) and Macquarie Graduate School of Management (Australia). He was appointed as the world's first Professor of CRM in 1995, and remains an Adjunct Professor at MGSM. Francis has authored, co-authored or edited 7 books, and over 100 peer-reviewed academic journal articles or conference papers. In addition, he is a frequent contributor to practitioner magazines, presenter at business conferences, and a serial blogger. Francis has developed, run or contributed to many management development programs, and has advised or consulted to numerous for-profit and not-for-profit organizations in the UK, Australia, USA, Hong Kong, Singapore and New Zealand. Although he quit full-time academic life in 2006, he still supervises doctoral candidates, and conducts customer-related research. Francis lives on Sydney's North Shore, is a qualified but reluctantly retired rugby union referee, enjoys cycling and kayaking, and rides a Suzuki. Francis has degrees in management science, marketing and communication. His PhD was earned at the University of Massachusetts. He is an elected Fellow of the Chartered Institute of Marketing. He can be contacted at [francis@buttleassociates.com](mailto:francis@buttleassociates.com). Find out more at [www.buttleassociates.com](http://www.buttleassociates.com)

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This definitive textbook explains what CRM is, the benefits it delivers, the contexts in which it is used, how it can be implemented and how CRM technologies can be deployed to support customer management strategies and objectives. It also looks comprehensively at how CRM can be used throughout the customer life-cycle stages of customer acquisition, retention and development and how the management disciplines—marketing, sales, IT, change management, human resource, customer service, accounting, and strategic management are implicated in this. This completely revised edition also includes:

- A Tutor Resource pack available to instructors who adopt this text
- Case examples illustrating CRM in practice
- Screenshots of CRM software applications and reviews of technology applications deployed in marketing, sales and customer service

Student readers will enjoy the logical structure, easy accessibility and case illustrations. Managers will appreciate the book's freedom from CRM vendor and consultant bias and the independent guidance it provides to those involved in CRM programs and system implementations. This second edition has been completely revised and updated with eight new chapters.

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## Features

- Used Book in Good Condition

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Four Stars

By SOPHIA ROLLE

great book!

1 of 1 people found the following review helpful.

Develop a CRM Strategy

By Celia Maylin

The book explains how Customer Relationship Manager (CRM) can be used throughout the customer life cycle stage of customer acquisition, retention and development. The author introduces the four types of Customer Relationship Management and the seven-step process to develop a CRM strategy for any organization.

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Summary

Overall, the book explains how CRM can be used in every stage of the customer life-cycle and the four types of Customer Relationship Management; Strategic CRM, Operational CRM, Analytical CRM, Collaborative CRM.

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The book provides a very good overview of CRM; it is well organized and easy to understand. CRM Strategy is a new topic in this new version of the book. I think the author did well in the organization of the topics and explaining the concepts and steps to develop strategies that will help companies to acquire new customers and develop a long-term relationship with them.

Buttle explained a seven step process to develop a CRM strategy for a specific project. He said that organizations interested in developing a CRM strategy must start with the step 1, 'situation analysis'; which describes, understand and evaluate the current customer strategy. A couple of tools to help in this step are the comprehensive model of CRM and the customer strategy cube. This step answers the questions "Where are we now?", "why are we where we are now?" The main purpose of this audit is get information about the strength and weaknesses of the company's customer strategy. The step 2 of developing the strategy is to 'educate the employees' to avoid misunderstandings. Employee education and involvement will be important as they will be motivated to participate and will help identify opportunities for improvement in the workplace. The step 3 is related to the 'vision'; this should be a well written statement of how CRM will change the business as it relates to customers. Step 4, is about 'priorities'. What are the company's priorities at this specific moment? Step 5 is related to 'establishing goals and objectives' from the vision and the priorities. A goal could be to acquire new customers and an objective could to generate 200 additional leads in a period of time. Step 6 is about 'identifying people, process and technology' requirements for the goals and objectives to be achieved. The last step, step 7 is about 'developing the business case', which is built based on the cost and the benefits of the CRM implementation. This step answers the question: why should we invest in this CRM project? Managers will need to review the cost, the revenues and all those other benefits difficult to value like improve customer service or improve understanding to market changes.

-

I believe that this book could be a great help to CRM personnel, student, managers and any one that works directly or indirectly with customers. The way the author explains the topics is very simple and every step to develop a CRM strategy just makes sense. In addition, the book includes examples of CRM in practice so the readers can learn how CRM is implemented.

-

I think this is a great book that offers valuable information, techniques and tools on Customer Relationship Management. Developing a CRM strategy was very well explained and included a lot of details, examples and graphs to better understand the subject. I recommend this book to professionals but also to anyone that works with customers to help them understand the entire strategic planning required to acquire customers



and develop a long term relationship with them and why this is so important for the success of the business.

0 of 0 people found the following review helpful.

A comprehensive coverage of CRM

By Amazon Customer

Buttle's book is a comprehensive coverage of CRM, without the bias of a particular "magic bullet" solution to push. The author covers several models of CRM, each with relative strengths and weaknesses, then explores important related topics such as customer experience and the role of systems in CRM programs. This book provides the best overall treatment of the subject for anyone interested in understanding and applying customer relationship management concepts in the real world.

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