



# Customer Relationship Management

*Simon Knox, Adrian Payne, Lynette Ryals, Stan Maklan, Joe Peppard*

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**Customer Relationship Management** presents a ground-breaking strategic framework for successful CRM policy. Built around Professor Payne's five key processes, the book demonstrates a systematic management progression that will guarantee the maximum impact and efficiency of a CRM programme.

The book backs up these five processes - strategy development, value creation, channel and media integration, information management and performance assessment - with 16 best practice case studies which set the universal theory in a specific practical context. These feature a range of companies, including Orange, Britannia, Homebase, Canada Life, Sun Microsystems, Natwest, Sears, Roebuck & Co., Nortel Networks and Siemens. The book concludes with interviews from four thought leaders, offering a 'futures' vision forum for CRM.

**Customer Relationship Management** is a vital instrument for anyone who needs to know how to develop and measure effective CRM within an organization. It includes overviews and key learning points preceding each case study, and a summary chapter to draw out the most salient lessons from CRM best practices. For practitioner or academic alike, this is essential reading.

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