

Customer Relationship Management - CRM

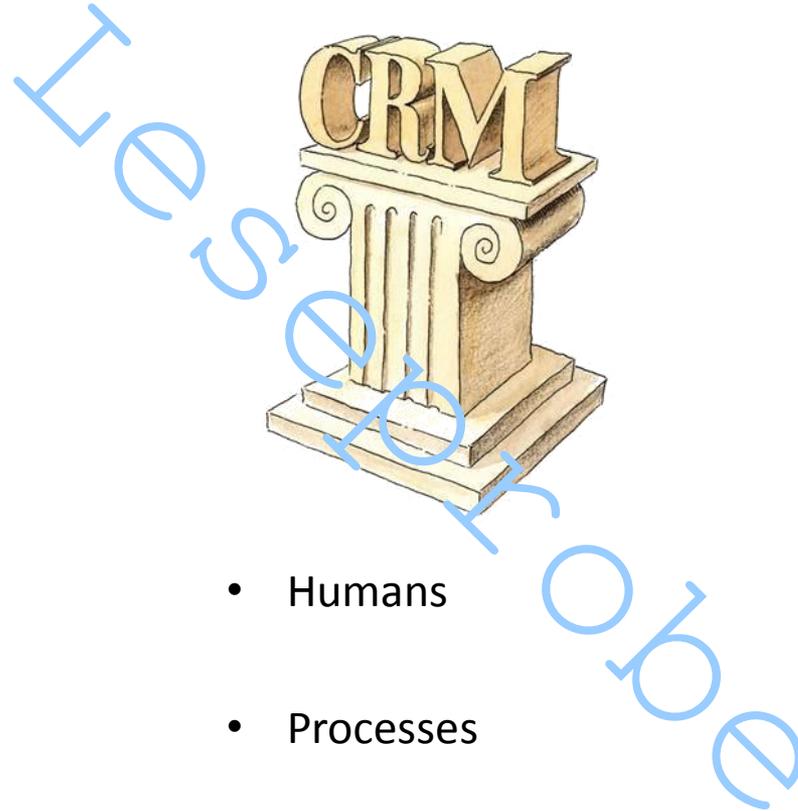
TRAINPLAN

- Introduction
- What is CRM?
- Customer orientation as a philosophy
- Customer service
- Customer orientation illustrated
- Customer satisfaction
- Internal quality management
- Active customer relationships with CRM
- Day clearing

LESEPROHIBIT



Main components of CRM

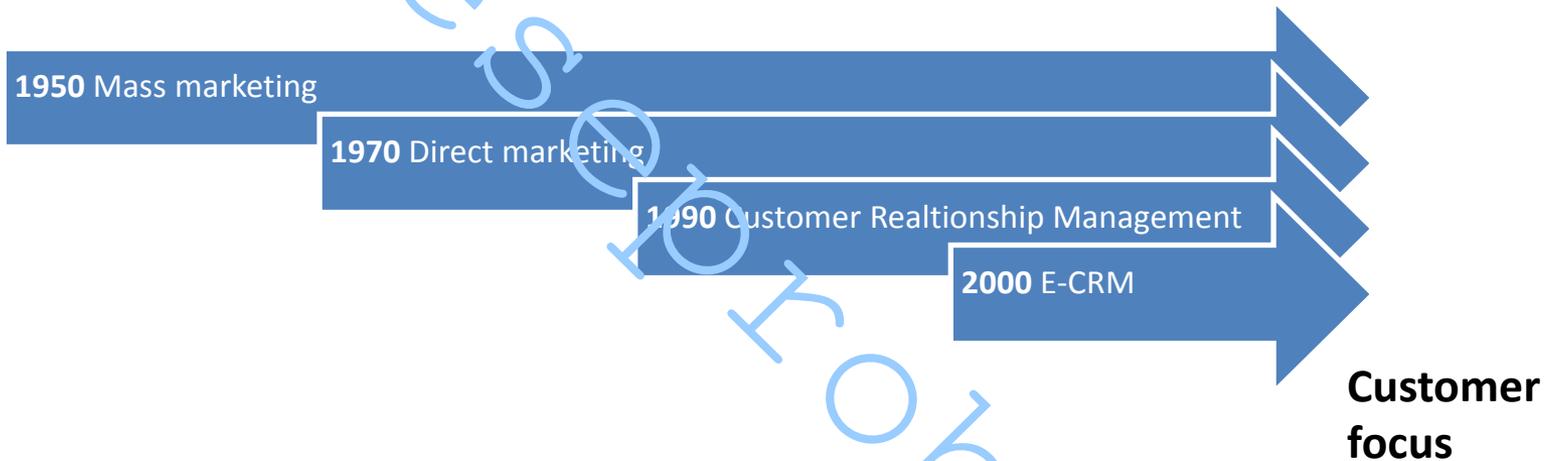


- Humans
- Processes
- Technologies



“It is five to six times more expensive to acquire a new customer than to instigate an existing customer to make a repeat purchase!”

**Product
focus**



More service, more quality, and uncompromised customer orientation!



- Current status: „**The customer is at the center of our work – hence, in the way!**”
- Desired status: „**The customer is at the center of our corporate philosophy!**”



Products are manufactured according to customers' wishes!



Currently:

- Lip service

Desired:

- Respectful treatment
- Unconditional fulfillment of customer wishes



Service performance

“If Germans have to operate machinery, their eyes sparkle; if they have to operate people, they set their teeth on edge.”

Günter Rexrodt



Service performance means:

Serving
+
performing



- The purpose of our work
- Our mutual advantage
- Paid for good performance
- Not an interruption!
- A human being with wishes and desires
- Our partner
- Not a statistic!
- Not someone we argue with!
- Find a mutual solution
- Both parties win



How does customer orientation benefit the customer?

$$\text{Customer satisfaction} = \frac{\text{Actual performance}}{\text{Subjective expectation}}$$



Real customer loyalty can only be achieved through the highest possible customer satisfaction!



Customers expect ...

- timely cancellations of appointments: 99 %
- immediate and correct execution of service orders: 98 %
- full comprehensibility of invoices: 98 %
- cleanliness of the business locations: 97 %
- the transaction of call-backs within 24 hours: 94 %
- a response to a claim within a week: 94 %
- friendly service at any time of day: 92 %
- individual service in the retail industry: 92 %
- a personal contact person on the phone: 83 %
- generous regulations regarding claims and dissatisfaction: 81 %
- comprehensive service commitment of the staff: 81 %
- customer-oriented business hours: 67 %
- being addressed by name as a regular customer: 52 %
- quick service upon payment: 41 %

