



Industrielle Services strategisch optimieren: Service Excellence (German Edition)

Michael Schawalter, Volker Lenz, Herbert Röllin

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Dieses Buch beschreibt einen neu entwickelten ganzheitlichen Lösungsansatz für das Servicegeschäft in der Industrie, kombiniert mit dem Customer Relationship Management, kurz CRM. Anhand des neu entwickelten Ganzheitlichen Service Geschäftsmodells (GSG-Modell) wird dem Leser ein Weg aufgezeigt, wie das Servicegeschäft von Industrieunternehmen auf einen neuen Level gebracht wird - hin zum Service Excellence. Das Buch erklärt den Weg von den bisher meist transaktionalen Kundenbeziehungen hin zum professionellen Beziehungsmanagement und integriert das CRM ins Servicegeschäft. Aus den theoretischen Themenbereichen CRM und den Leistungssystemen wurde das praxisorientierte GSG-Modell entwickelt. Abschließend wird anhand von 5 Schritten die Umsetzung des Modells hin zum Service Excellence beschrieben.

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