



After Sales Service. Ziele und Instrumente (German Edition)

Alexander Marinkewitsch

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Studienarbeit aus dem Jahr 2012 im Fachbereich BWL - Handel und Distribution, Note: 1, Hochschule RheinMain, Sprache: Deutsch, Abstract: In der Zeiten der Europäischen Wirtschaftskrise ist die Bedeutung der Kundenzufriedenheit für jedes Unternehmen größer als jemals zuvor. Der Wert wird nicht nur auf Verkaufsabschlüsse und auf die Akquisition von Neukunden gelegt. Um auf heutigen Markt bestehen zu können spielt Kundenbeziehung und Kundenbindung eine entscheidende Rolle. Kundenbeziehungen wertschöpfend zu gestalten und zu pflegen, Kundenbindungen aufzubauen und aufrecht zu erhalten ist eine herausragende Management Aufgabe die mit Hilfe vom After-Sales-Service realisiert werden kann. Die strategische Verwendung von After-Sales-Service Instrumenten ist für die Unternehmen ein unentbehrlicher Faktor, um die eigene Geschäftstätigkeit erfolgreich auf den schwer umkämpften Wettbewerbsmärkten zu etablieren. After-Sales-Service ist deshalb so schwierig weil, der Kunde nach dem Kauf nicht mehr da ist und erst erreicht werden muss.

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