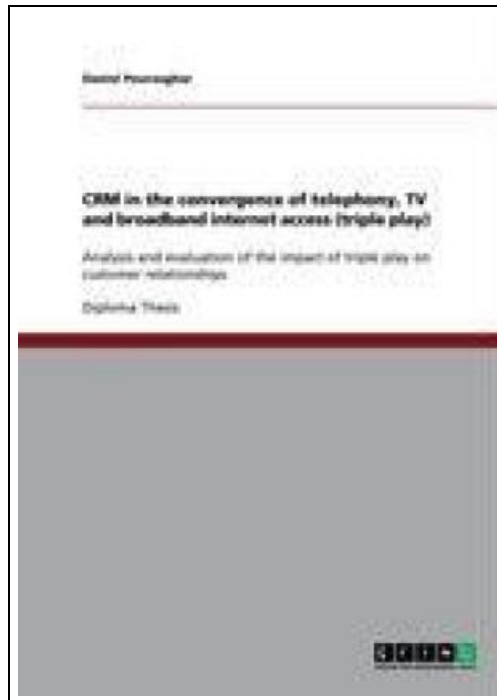


## CRM in the convergence of telephony, TV and broadband internet access (triple play)



Filesize: 9.24 MB

### **Reviews**

*Very beneficial to all class of individuals. This can be for those who statte there was not a worthy of looking at. Your way of life period is going to be change as soon as you total reading this article publication.*  
*(Ebony Schowalter MD)*

## CRM IN THE CONVERGENCE OF TELEPHONY, TV AND BROADBAND INTERNET ACCESS (TRIPLE PLAY)

[DOWNLOAD](#)

GRIN Verlag Mrz 2009, 2009. Taschenbuch. Book Condition: Neu. 212x149x10 mm. This item is printed on demand - Print on Demand Neuware - Diploma Thesis from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,7, European Business School - International University Schloß Reichartshausen Oestrich-Winkel, 70 entries in the bibliography, language: English, abstract: Consumers of the 21st century are better informed, better educated and more familiar with existing technologies than they ever were before. Furthermore, they are more demanding in the products and services that they require. While most organizations claim to be customer-oriented, customers still usually have to adapt to the way a organization works and not vice-versa. Organizations that want to fulfill the increasing demands of their customers need to adjust their business models and realize that the customer needs to be regarded as the pivotal point around which the business revolves. In many markets organizations became aware of this principle and are currently moving away from market and product centricity towards a complete realignment of business processes in order to integrate with customer processes. By creating additional value, new customer-centric business models lead to lasting customer relations. Customer Relationship Management (CRM) facilitates the establishment and retention of valuable customer relationships by intelligently using customer information to provide organizations with a comprehensive, reliable, and integrated view of its customer base. However, the success of CRM depends on the quality of customer information that is gathered via various channels and customer touch points. At the moment 'Triple Play' is a buzz word of the Information and Communication Technology (ICT) and media industry describing the one-stop provision of multiple communication and entertainment services including telephony, Internet access, and television. In Germany, telcos and cable operators such as Deutsche Telekom AG, Kabel...

[Read CRM in the convergence of telephony, TV and broadband internet access \(triple play\) Online](#)[Download PDF CRM in the convergence of telephony, TV and broadband internet access \(triple play\)](#)

## Related eBooks



### **Who am I in the Lives of Children? An Introduction to Early Childhood Education**

Pearson Education (US), United States, 2015. Paperback. Book Condition: New. 10th Revised edition. 254 x 201 mm. Language: English . Brand New Book. Note: This is the bound book only and does not include access...

[Read eBook](#)

»



### **Psychologisches Testverfahren**

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Read eBook](#)

»



### **California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package**

Pearson, United States, 2015. Loose-leaf. Book Condition: New. 10th. 249 x 201 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Read eBook](#)

»



### **Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package**

Pearson, United States, 2015. Book. Book Condition: New. 10th. 250 x 189 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Read eBook](#)

»



### **Who Am I in the Lives of Children? an Introduction to Early Childhood Education with Enhanced Pearson Etext -- Access Card Package**

Pearson, United States, 2015. Paperback. Book Condition: New. 10th. 251 x 203 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies...

[Read eBook](#)

»