Virtual Communication - Customer Care on the World Wide Web (German Edition)

Ronny Peterhans

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Virtual Communication - Customer Care on the World Wide Web (German Edition) Ronny Peterhans Diplomarbeit aus dem Jahr 2003 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 5.5 (CH!), Universität Zürich (Institut für Informatik), Sprache: Deutsch, Abstract: Zusammenfassung

Die Entwicklung, Gestaltung und Pflege von Kundenbeziehungen bieten gegenüber der Neukundenakquisition eine Reihe von Vorteilen. Es setzt sich dementsprechend die Erkenntnis durch, daß diesem Bereich verstärkt Aufmerksamkeit geschenkt werden sollte. Insbesondere im Internet zeigt sich eine steigende Relevanz dieses Themas, so daß die grundsätzlichen Aspekte von Customer Care im World Wide Web in der vorliegenden Diplomarbeit beleuchtet werden sollen.

Auf der Basis des WWW als Kommunikationskanal werden die zunehmende Bedeutung der Kundenorientierung sowie die neuen, durch IT unterstützten Möglichkeiten von Anbieter-Kunden-Beziehungen dargelegt. Anhand einer Fallstudie wird verdeutlicht, daß Erfolgsaussichten durchaus bestehen und Customer Care im WWW zu einem erhöhten Nutzen und zumindest kurzfristig zu Wettbewerbsvorteilen führen kann.

Abstract
The development, organization and maintenance of customer relationships offer in relation to a new acquisition a set of advantages. Therefore this field should be given more attention. In particular in the internet the relevance of this topic increases, so that basic aspects of customer care on the WWW are the main focus of this diploma work.

On the basis of the WWW as communication channel, the increasing importance of customer orientation and the new, IT-supported possibilities of provider-customer-relations are shown. Using a case study it is demonstrated that chances of success exist and customer care on the WWW can lead to an increased benefit and to competition advantages, at least at short sight.

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