

Sebastian Baethge

Ziele und Instrumente des After Sales Service

Studienarbeit

Ziele Und Instrumente Des After Sales Service German Edition

Werner Pepels



Ziele Und Instrumente Des After Sales Service German Edition:

Ziele und Instrumente des After Sales Service Bastian Schwarzer, 2008 Studienarbeit aus dem Jahr 2007 im Fachbereich BWL Handel und Distribution Note 1,0 FOM Hochschule für Ökonomie und Management gemeinnützige GmbH Hochschulstudienzentrum Hamburg 20 Quellen im Literaturverzeichnis Sprache Deutsch Abstract Zu Zeiten expandierender Märkte lag der Schwerpunkt auf Verkaufsabschlüssen und auf der Akquisition von Neukunden. War der Kunde aber erst einmal gewonnen und bedient, wurde das Marketingziel als erreicht gesehen, und man fokussierte sich auf die Akquisition weiterer Neukunden. Der After Sales Service beschränkte sich in der Regel auf Ersatzteillogistik und wurde als notwendiges Bel betrachtet, um die gesetzlichen Normen zu erfüllen und die Produkte überhaupt marktfähig zu machen. Dies wurde auch zum Ausdruck in der AIDA-Formel, wo nach dem zweiten A für Action dann auch schon Schluss war. Mittlerweise sind die meisten Unternehmen in gesättigten Märkten tätig und um in diesem Umfeld weiter wachsen zu können, versuchen Sie das Potenzial ihrer Kunden bzw. deren Lifetime Value besser auszunutzen. Anstelle des transaktionsorientierten Marketingverständnisses, Kunde als Käufer ist, hierfür ein Relationship Marketing, Kunde als Partner erforderlich. Der Verkauf ist nicht das Ende, sondern der Beginn der Kundenbeziehung. Gleichzeitig gilt der After Sales Markt als Wachstumsmarkt mit einem hohen Marktvolumen. Studienergebnisse gehen davon aus, dass Unternehmen der Fertigungsindustrie in Deutschland im Durchschnitt 20 bis 30 Prozent des Umsatzes, jedoch rund 40 Prozent des Gewinns mit produktbegleitenden Dienstleistungen und Ersatzteilen erwirtschaften. Um die Kundenbeziehungen wertschöpfend zu gestalten und zu pflegen, kommt dem After Sales Service eine bedeutende Rolle zu, und außerdem ist festzuhalten, dass sich der After Sales Service zu einer herausfordernden Managementaufgabe entwickelt hat. Die vorliegende Arbeit erläutert die Ziele und Instrumente des After Sales Service und soll in Verbindung mit

Ziele und Instrumente des After Sales Service Sebastian Baethge, 2008 Studienarbeit aus dem Jahr 2007 im Fachbereich BWL Handel und Distribution Note 2,0 FOM Essen Hochschule für Ökonomie und Management gemeinnützige GmbH Hochschulleitung Essen für Fachhochschule 17 Quellen im Literaturverzeichnis Sprache Deutsch Abstract Kunden sind wie kleine Hunde. Erst will sie jeder haben, doch wenn sie erst da sind, will keiner mit ihnen Gassi gehen. Bisher agierten die meisten Unternehmen auf expandierenden Märkten. Hierbei konzentrierten sie sich vorrangig auf die Akquisition von Neukunden. After Sales Service stellte ein notwendiges Bel dar und beschränkte sich meist auf Ersatzteillogistik. Inzwischen sind die meisten Märkte gesättigt, und die Neukundenakquise ist schwierig und kostenintensiv. Um in einem solchen Umfeld weiterhin bestehen und wachsen zu können, wird dem After Sales Service nun deutlich mehr Beachtung geschenkt. Der Verkauf ist nun nicht mehr das Ende der Verkäufer-Kundenbeziehung, es wird als Anfang gesehen. Der After Sales Service ist in einigen Bereichen und bei einigen Produkten inzwischen sogar die eigentliche Gewinn- und Existenzgrundlage und wird von vielen Kunden als zwingendes Muss angesehen. After Sales Service bedeutet heutzutage nicht nur Kosten und Aufwand, sondern bietet in verschiedenen Bereichen Chancen und Möglichkeiten zur

Verbesserung der ökonomischen Lage eines Unternehmens Ziele und Instrumente des After Sales Service Sebastian Baethge, 2007-12-01 Welche Strategien gibt es im After Sales Service Welche Ziele kann ein Unternehmen verfolgen Lassen sich verschiedene Ziele auch kombinieren oder schließen sie sich gegenseitig aus Ziel dieser Arbeit ist es einen Überblick über einige vorhandene Instrumente des After Sales Service aufzuzeigen und gleiche Ziele darzustellen **Ziele und Instrumente des After Sales Service** Bastian Schwarzer, 2008-03-17 Studienarbeit aus dem Jahr 2007 im Fachbereich BWL Handel und Distribution Note 1,0 FOM Hochschule für Ökonomie und Management gemeinnützige GmbH Hochschulstudienzentrum Hamburg Sprache Deutsch Abstract Zu Zeiten expandierender Märkte lag der Schwerpunkt auf Verkaufsabschlüssen und auf der Akquisition von Neukunden. War der Kunde aber erst einmal gewonnen und bedient, wurde das Marketingziel als erreicht gesehen und man fokussierte sich auf die Akquisition weiterer Neukunden. Der After Sales Service beschränkte sich in der Regel auf Ersatzteillogistik und wurde als notwendiges Bel betrachtet, um die gesetzlichen Normen zu erfüllen und die Produkte überhaupt marktfähig zu machen. Dies wurde auch zum Ausdruck in der AIDA-Formel, wo nach dem zweiten A für Action dann auch schon Schluss war. Mittlerweise sind die meisten Unternehmen in gesättigten Märkten tätig und um in diesem Umfeld weiter wachsen zu können, versuchen Sie das Potenzial ihrer Kunden bzw. deren Lifetime Value besser auszunutzen. Anstelle des transaktionsorientierten Marketingverständnisses: Kunde als Käufer ist hierfür ein Relationship Marketing. Kunde als Partner erforderlich. Der Verkauf ist nicht das Ende, sondern der Beginn der Kundenbeziehung. Gleichzeitig gilt der After Sales Markt als Wachstumsmarkt mit einem hohen Marktvolumen. Studienergebnisse gehen davon aus, dass Unternehmen der Fertigungsindustrie in Deutschland im Durchschnitt 20 bis 30 Prozent des Umsatzes, jedoch rund 40 Prozent des Gewinns mit produktbegleitenden Dienstleistungen und Ersatzteilen erwirtschaften. Um die Kundenbeziehungen wertschöpfend zu gestalten und zu pflegen, kommt dem After Sales Service eine bedeutende Rolle zu und außerdem ist festzuhalten, dass sich der After Sales Service zu einer herausfordernden Managementaufgabe entwickelt hat. Die vorliegende Arbeit erläutert die Ziele und Instrumente des After Sales Service und soll in Verbindung mit Praxisbeispielen strategische Erfolgspositionen aufzeigen **Ziele und Instrumente des After Sales Service** Stephan Arndt, 2007-07-23 Studienarbeit aus dem Jahr 2007 im Fachbereich BWL Offline Marketing und Online Marketing Note 1,3 FOM Hochschule für Ökonomie und Management gemeinnützige GmbH Hochschulstudienzentrum Hamburg Veranstaltung Vertriebsmanagement Sprache Deutsch Abstract In der Vergangenheit agierten die Unternehmen überwiegend in expandierenden Märkten, in denen Verkaufsabschlüsse und die Gewinnung von Neukunden im Vordergrund standen. Der After Sales Service: Nachkauf Kundendienst wurde häufig nur als notwendiges Bel betrachtet. Mittlerweise ist ein Großteil der Unternehmen in gesättigten Märkten tätig, in welchen es immer schwieriger wird, den Kunden für seine Produkte oder Dienstleistungen zu begeistern und zu gewinnen. Angesichts des wachsenden Marktdrucks wird die Professionalisierung des After Sales Service immer weniger eine Frage des Ob, sondern vielmehr des Wann und Wie. Der After Sales Service fungiert nun als Kundenbindungsinstrument, dem

in der Nachkaufphase eine bedeutende Rolle zukommt Mit dem Ausbau des After Sales Service zum strategischen Erfolgsfaktor verfolgt ein Unternehmen eine Reihe von Zielen Für die Verwirklichung dieser Ziele ist der Einsatz entsprechender Instrumente notwendig Diese aufzuzeigen ist Gegenstand der vorliegenden Arbeit Das erste Kapitel des Hauptteils setzt sich zunächst mit der Definition des After Sales Service auseinander zeigt auf in welchem Bereich dieser Nachkauf Kundendienst eingeordnet wird und stellt anschließend die Bedeutung heraus Im zweiten Kapitel werden einige Ziele des After Sales Service aufgeführt und näher erläutert Um die gesteckten Ziele zu erreichen bedient sich der After Sales Service vielen Instrumenten Ein paar von Ihnen darzustellen ist die Aufgabe des dritten Kapitels

After Sales Service. Ziele und Instrumente Alexander Marinkewitsch, 2013-05-29 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

Handbuch Kundendienstmanagement Werner Pepels, 2014-11-05 Nach dem Kauf ist vor dem Kauf Kundenbeziehungen enden nicht mit dem Kaufabschluss sondern bestehen über die gesamte Nutzungsdauer eines Produkts oder einer Dienstleistung fort Daher verdient die Gestaltung der Nachkauf Kundendienste ein besonderes Augenmerk Die After Sales Services bestärken den Kunden in seiner Kaufentscheidung erhöhen seine Zufriedenheit und sichern letztlich eine langfristige Kundenbindung Für ein wirksames After Sales Marketing steht inzwischen eine Vielzahl von Instrumenten zur Verfügung die helfen Kundendienst Angebote zu konzipieren umzusetzen und zu optimieren Der zweite Band des Handbuchs Kundendienstmanagement stellt die wichtigsten Verfahren vor Behandelt werden unter anderem folgende Themen Produkt Preis und Distributionsstrategien im After Sales Service Kommunikationsinstrumente Controlling im After Sales Service Management Rolle und Gestaltung der Technischen Dokumentation als Marketinginstrument der Nachkaufphase Damit bietet dieses Werk Verantwortlichen und Entscheidern in Marketing und Servicefunktionen wie auch Studierenden eine rasche und umfassende Einarbeitung in das Thema und liefert praxisrelevante Informationen um den eigenen Kundendienst im Unternehmen zu optimieren

Decoding **Ziele Und Instrumente Des After Sales Service German Edition**: Revealing the Captivating Potential of Verbal Expression

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