



Accelerating Customer Relationships: Using CRM and Relationship Technologies

Ronald S. Swift

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In *Accelerating Customer Relationships*, a world-renowned CRM expert demonstrates how to build knowledge "infostructures" that deliver breakthrough profitability and customer loyalty. Ronald S. Swift walks you step-by-step through integrating every customer touchpoint: retail, Web, call center, and beyond. Swift covers every aspect of enterprise-wide relationship management -- strategies, processes, partnerships, platforms, software, methodologies, and more. Through practical examples and case studies, Swift demonstrates how to use today's CRM and data warehousing technologies to identify your most profitable customers, find more just like them, and drive unprecedented rates of customer loyalty and profitability. Learn how to build a complete infostructure and Active Data Warehouse to support real-time decision support and marketing -- and discover the key factors associated with a successful CRM deployment. From calculating the economic value of CRM projects to gaining the benefits of profiling without compromising customer privacy, Ronald S. Swift shows how to get the job done -- before your competitors do!

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