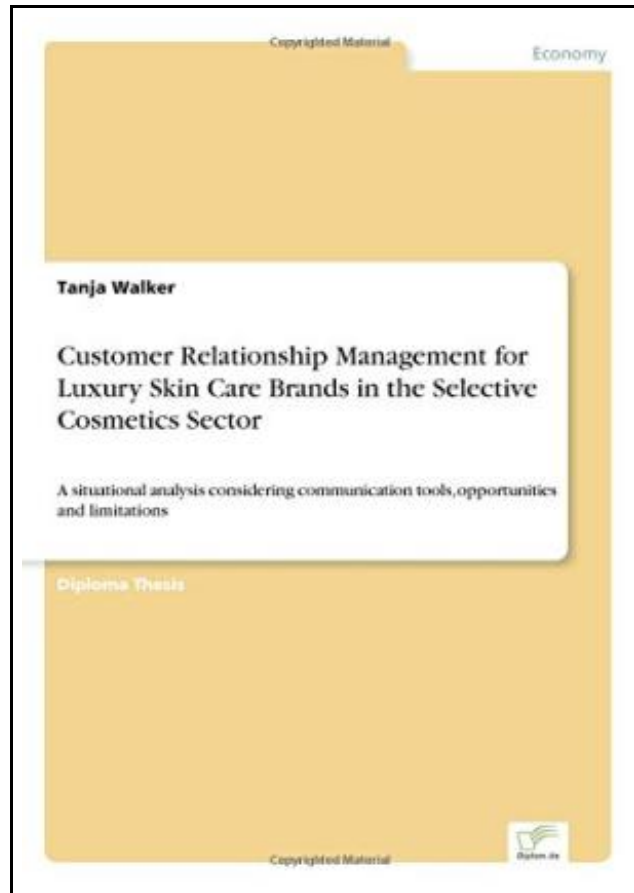


## Customer Relationship Management for Luxury Skin Care Brands in the Selective Cosmetics Sector



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*(Prof. Asia King)*

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Diplom.De Jul 2004, 2004. Taschenbuch. Book Condition: Neu. 211x146x10 mm. Neuware - Diploma Thesis from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,1, Furtwangen University (Internationale Betriebswirtschaft), language: English, abstract: Inhaltsangabe:Abstract: This thesis discusses the validity of Customer Relationship Management for luxury skin care brands in the selective cosmetics sector. Luxury skin care brands face limitations in applying CRM strategies due to their selective distribution strategy. The value of CRM is determined by analyzing communication tools, CRM opportunities and limitations. The example of Club Biotherm , a luxury skin care brand s customer loyalty program, illustrates the findings, and recommendations are made in order to successfully implement a CRM strategy. Key Words: Customer value, Customer segmentation, Customer loyalty, Communication tools, Direct Marketing, Customer loyalty programs, Channel conflict management. Zusammenfassung: In der vorliegenden Diplomarbeit wird die Gültigkeit von Customer Relationship Management für Luxusmarken der Selektiven Kosmetik untersucht. Bei der Umsetzung von CRM Strategien werden Luxuskosmetikmarken mit Grenzen konfrontiert, welche durch das selektive Vertriebssystem entstehen. Die Wertigkeit von CRM wird anhand der Kommunikationsmaßnahmen, Chancen und Grenzen analysiert. An dem Beispiel des Club Biotherm , einem Kundenbindungsinstrument einer selektiven Luxuskosmetikmarke, werden die Ergebnisse erläutert sowie Handlungsempfehlungen entwickelt, um eine CRM Strategie erfolgreich durchzuführen. Schlüsselbegriffe: Kundenwert, Kundensegmentation, Loyalität, Kommunikationsmaßnahmen, Direkt Marketing, Kundenbindungsprogramme, Vertriebsmanagement. Inhaltsverzeichnis:Table of Contents: ABSTRACTI LIST OF ABBREVIATIONSIII TABLE OF CONTENTSIV LIST OF FIGURES AND TABLESVI APPENDIXVII 1.INTRODUCTION1 1.1PROBLEM AND OBJECTIVE1 1.2STRUCTURE2 2.CORNERSTONES OF CUSTOMER RELATIONSHIP MANAGEMENT3 2.1IMPORTANT CUSTOMER RELATIONSHIP MANAGEMENT FACTORS4 2.1.1Customer Value4 2.1.2Customer Segmentation6 2.1.3Customer Loyalty9 2.2COMMUNICATION TOOLS WITHIN A CRM STRATEGY15 2.2.1Communication Channels15 2.2.2Customer Loyalty Programs18 3.CRM ANALYSIS IN THE LUXURY SKIN CARE MARKET21 3.1THE LUXURY SKIN CARE MARKET21 3.2RESEARCH QUESTION AND RESEARCH DESIGN23 3.3DATA COLLECTION AND INTERVIEW DESIGN25 3.4LIMITATIONS IN THE CHOSEN APPROACH27 3.5RESULTS OF THE CRM...



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