



Operatives Vertriebscontrolling in österreichischen B2B-Unternehmen Gender Differences in Complaint Behaviour Präferenzmessung - Verbesserungspotentiale am Beispiel der Customer Value Map

By Enrique Grabl

Leykam Mrz 2013, 2013. Taschenbuch. Condition: Neu. Neuware - Einsatz operativer Vertriebscontrollinginstrumente in österreichischen B2B-Unternehmen. Effizienzsteigerung in Produktion und Verwaltung ist längst unternehmerische Tagesordnung. Viele Ansätze und Möglichkeiten wurden diesbezüglich sowohl theoretisch durchleuchtet als auch praktisch umgesetzt. Hingegen wurde mit einer professionellen Vertriebssteuerung zur gezielten Produktivitätssteigerung im Vertrieb bei einem Großteil der Unternehmen noch nicht einmal begonnen. Dieser Beitrag befasst sich mit der Identifikation produktivitätssteigernder Faktoren im Vertrieb zur Verbesserung des Einsatzes operativer Vertriebscontrollinginstrumente in österreichischen B2B-Unternehmen. Gender Differences in Complaint Behaviour and Implications for the Complaint Management Process Customer feedback is crucial for learning about clients needs and is particularly important in the services sector, where expectations and quality evaluation is strongly based on subjectivity. Feedback and articulated complaints are both key to preventing customers from changing providers. This paper aims to investigate gender differences regarding determinants that are relevant to complaint management. It provides recommendations for action to enable companies to effectively design their complaint management process to take these differences into account. Präferenzmessverfahren Identifikation von Verbesserungspotenzialen am Beispiel der Customer Value Map. Präferenzmessverfahren zählen zu den wichtigsten Tools im Marketing. Sie helfen die Kundenbedürfnisse besser zu verstehen und die Verkaufschancen eines bestehenden oder neuen Produktes vorherzusagen. Sie...



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