



## Complaint management - a short overview

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GRIN Verlag Dez 2007, 2007. Taschenbuch. Book Condition: Neu. 297x210x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2006 in the subject Business economics - Business Management, Corporate Governance, grade: A-, University of applied sciences, Munich (FOM), course: International Marketing, 21 entries in the bibliography, language: English, abstract: 1 Introduction 1.1 Executive Summary In the past years the stress of competition towards companies is growing. In addition, companies can hardly grow or make profit in the long run due to stagnant or shrinking markets and increasing internationalisation. Continuous improvement or enhancements of production technology and the products themselves lead to the fact that products are even more substituted. Thus, it is not sufficient to sell only good products but the service is coming more to the fore from customer's point of view. This change in general conditions leads to a focusing on customer orientation. While the acquisition of new customers was formerly relevant, today's instruments regarding the customer retention gain more importance. Companies recognized that satisfied customers considerably contribute to corporate success. Empirical studies showed that it is five times more expensive to acquire a new customer and considerably cost...



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