

Kundenbindungsstrategien Im Privatkundenbereich Eines Finanzdienstleisters (Paperback)



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Reviews

*A high quality ebook as well as the typeface employed was exciting to read. It is actually loaded with wisdom and knowledge You wont sense monotony at at any moment of the time (that's what catalogues are for concerning when you request me).
(Declan Wiegand)*

KUNDENBINDUNGSSTRATEGIEN IM PRIVATKUNDENBEREICH EINES FINANZDIENSTLEISTERS (PAPERBACK)



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GRIN Verlag, 2017. Paperback. Condition: New. Language: German . Brand New Book ***** Print on Demand *****.Studienarbeit aus dem Jahr 2015 im Fachbereich BWL - Bank, Borse, Versicherung, Note: 1,7, FOM Hochschule für Oekonomie Management gemeinnützige GmbH, Köln, Veranstaltung: Dienstleistungsmanagement, Sprache: Deutsch, Abstract: Einen neuen Kunden zu gewinnen, kostet in der Regel fünf mal so viel, wie eine bestehende Kundenbeziehung zu erhalten. Den großen Teil ihrer Erträge erwirtschaften Finanzdienstleister mit ihren langjährigen Stammkunden. Durch die stetig schwieriger werdende Neukundenakquise nimmt die Beziehung zwischen dem Anbieter und dem Kunden eine zentrale Rolle ein, um weiterhin am Gesamtmarkt konkurrenzfähig zu bleiben. In den vergangenen Jahrzehnten haben sich die Finanzdienstleister vor allem auf ihre eigenen Finanzprodukte und die Neukundenakquise konzentriert. Der wirtschaftliche Wandel und das Drängen von Direkt Banken auf den Markt, haben es den Finanzdienstleister erschwert, langfristig zu wachsen und rentabel zu wirtschaften. Die Märkte für Finanzdienstleistungen in Deutschland sind durch viele Anbieter gesättigt, wobei die Produkte der einzelnen Anbieter eine hohe Substituierbarkeit aufweisen, weswegen Konsumenten eine höhere Bereitschaft haben, sich von ihrem Anbieter zu trennen.



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