



Zur Qualität von Inbound Centers im Marketing: Typen - Wirkungen - Implikationen (German Edition)

Alexander Schagen

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Inbound Centers - auch als Call Center, Contact Center, Customer Service Center und Customer Care Center bekannt - werden einerseits als künftig wichtigster Kanal im Marketing bewertet und andererseits als unzureichendes Kundenerlebnis kritisiert. In Praxis und Wissenschaft mangelt es an Wissen über Inbound Center Typen, ihre Wirkungen auf die Kundenbeziehungen und qualifizierten Implikationen für das Management. Praxisorientiert untersucht Alexander Schagen die Qualität von Inbound Centers, die Erlebnisse der Kunden und die Erfolge der Unternehmen.?

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