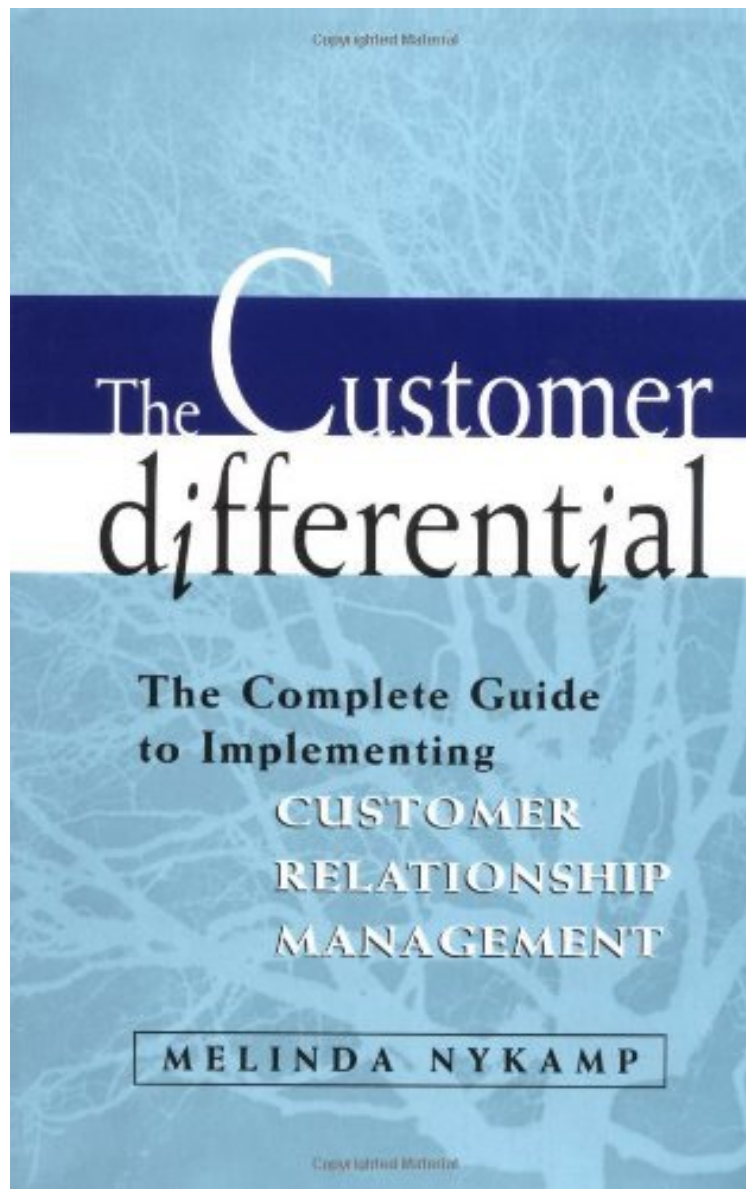


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The Customer Differential Complete Guide to Implementing Customer Relationship Management CRM

Melinda Nykamp

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Melinda Nykamp : The Customer Differential Complete Guide to Implementing Customer Relationship Management CRM before purchasing it in order to gage whether or not it would be worth my time, and all praised The Customer Differential Complete Guide to Implementing Customer Relationship Management CRM:

8 of 12 people found the following review helpful. Nothing to write home about
By A Customer
The book is easy read but this is because there is not much beef in it. I am a dedicated student of CRM and found this book as just another addition to the mushrooming literature on CRM. The text is wishy-washy but maybe the cases can be found useful. That is all. There are some very good titles on CRM for beginners and I believe this book does not count as one. I do not recommend it to serious CRM readers at all.

7 of 16 people found the following review helpful. Transformative
Number Cruncher
By A Customer
Nykamp displays an uncanny grasp of CRM, and once you start reading this, you'll be hard pressed to put it down. But it's possible. Just as data management and customer base intangibles are huge unknowns, so often just sitting around ignored inside businesses as after-the-fact residuals adding zero value, books on the topic can also be hard to grasp, and easy to discard, defeating the attention span of the reader. Or else they get so technical, with little diagrams showing imaginary pipelines and storage drums, that only complete insiders can decipher them--if only they needed to. This book is refreshingly different, because it's graspable. The case studies are to the point, and balanced. Unlike, say, a book like "The Change Masters," you can read Nykamp and still feel that she is only mentioning her client relationships to get into her point and then out again, not showing off or name-dropping. This may be related to Nykamp's background growing up in John Calvin's stern shadow among the Dutch immigrant culture of Western Michigan, breeding ground of so many relentless entrepreneurs more interested what's the next big thing, than in trapping themselves in the past, or in the status quo. How can scrounging around in the data symbols of your current transactions help you see what's ahead? This is a fair question, one that can be brainlessly solved by ordering your current accounting program to disgorge some pie charts, or bar graphs. Maybe display them in four colors. But does that make you and your company any smarter? By breaking up her subject and showing how CRM can be understood and implemented in discrete steps, Nykamp demystifies the data, and invites the reader to think about taking charge of it to learn something new. Once the tech-heads gave us personal computers, now pervasively adopted by both consumers and producers of products and services, it was inevitable that people like Melinda Nykamp would emerge to make a business out of keeping track of the consequent interactions. Nykamp's first published book is a solid and substantial contribution to this emerging field.

3 of 7 people found the following review helpful.
Transforming to customer-based priorities
By A Customer
I found this book to be enormously informative in terms of gaining a competitive advantage by putting your customers first. Written in laymen's terms, it's easy to read and easy to grasp--with interesting real-life case studies. (And I particularly liked the graphics for the CRM Transformation Map and the Customer Experience Cycles on pages 42 and 43.) Finally, a book that explains what it is we need to do to improve our relationships with our customers (that IS what it's all about, after all) and enjoy the consequence of improving our ROI.

This text provides step-by-step guidelines for implementing customer relationship management (CRM) throughout an organization. This book explains: the benefits of CRM, the planning, change management, business metrics and analytics, systems and technology, and measuring the impact of CRM.

... "it supplies the step-by-step guidelines-complemented by illuminating case studies-on how to put into practice this powerful new directive". -- CRMIndustry.com August 2002
About the Author
Melinda Nykamp (Downers Grove, IL) is president and CEO of Nykamp Consulting Group, which specializes in customer relationship management and database marketing, and is a monthly columnist for DM .