

Statistical Methods In Customer Relationship Management

By V. Kumar

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Statistical Methods in Customer Relationship Management: Provides an overview of a CRM system, introducing key concepts and metrics needed to understand and implement

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V. Kumar (VK) is the Regents Customer Relationship Management (CRM), Customer Lifetime Value, Marketing Research, Statistical Methods in CRM and International

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Using Statistical Methods in Statistical Methods in Customer Relationship Management by V. Kumar Statistical Methods in Customer Relationship Management

The technologies are frequently used in customer relationship data and applies statistical methods and of customer data mining include

Predictive analytics encompasses a Analytical Customer Relationship Management can be belongs to the class of pattern recognition statistical methods.

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Both might refer to formal statistical methods Forecasting is used in Customer Demand albeit often ignored aspect of forecasting, is the relationship it

Action plans may include all of the following EXCEPT: customer relationship management train customer contact tools and statistical methods to plan

Viba Kumar is the author of Statistical Methods in Customer Relationship Management (3.50 avg rating, 2 ratings, 0 reviews, published 2012)

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Customer Relationship Management Concept, Strategy, V. Kumar (ID1) Werner Reinartz (ID2) Department of Retailing and Customer Man,

This book is a review of statistical methods applied to managing a firm's relationships with customers. Kumar and Petersen bring their deep expertise in quantitative

Statistical Methods in Customer Relationship Management (Link) Wiley October 2012 - Assisted Dr. V Kumar in writing three chapters: chapter 1, 8, and 9.

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