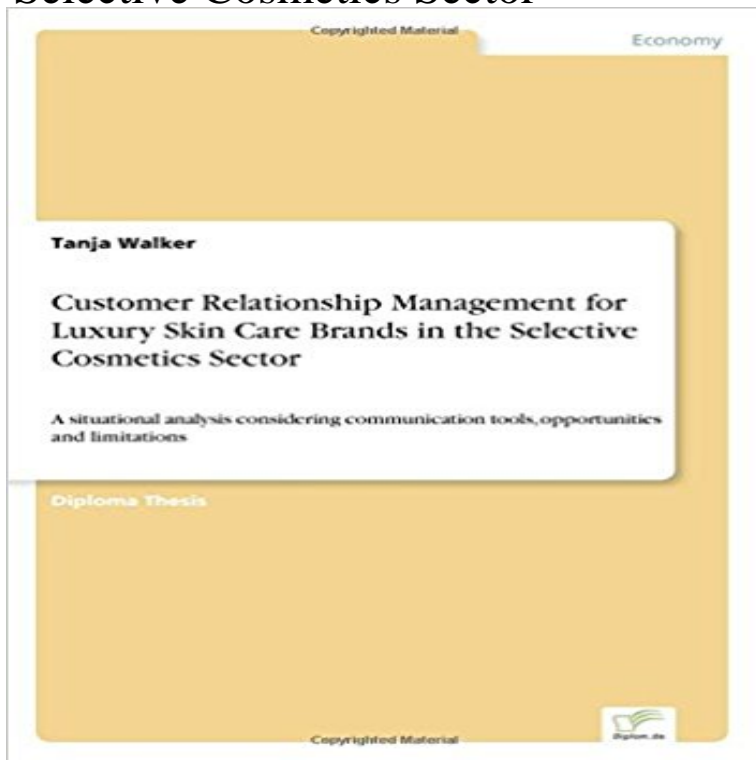


Customer Relationship Management for Luxury Skin Care Brands in the Selective Cosmetics Sector



Diploma Thesis from the year 2003 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,1, Furtwangen University (Internationale Betriebswirtschaft), language: English, abstract: Inhaltsangabe:Abstract: This thesis discusses the validity of Customer Relationship Management for luxury skin care brands in the selective cosmetics sector. Luxury skin care brands face limitations in applying CRM strategies due to their selective distribution strategy. The value of CRM is determined by analyzing communication tools, CRM opportunities and limitations. The example of Club Biotherm, a luxury skin care brands customer loyalty program, illustrates the findings, and recommendations are made in order to successfully implement a CRM strategy. Key Words: Customer value, Customer segmentation, Customer loyalty, Communication tools, Direct Marketing, Customer loyalty programs, Channel conflict management. Zusammenfassung: In der vorliegenden Diplomarbeit wird die Gültigkeit von Customer Relationship Management für Luxusmarken der Selektiven Kosmetik untersucht. Bei der Umsetzung von CRM Strategien werden Luxuskosmetikmarken mit Grenzen konfrontiert, welche durch das selektive Vertriebssystem entstehen. Die Wertigkeit von CRM wird anhand der Kommunikationsmaßnahmen, Chancen und Grenzen analysiert. An dem Beispiel des Club Biotherm, einem Kundenbindungsinstrument einer selektiven Luxuskosmetikmarke, werden die Ergebnisse erläutert sowie Handlungsempfehlungen entwickelt, um eine CRM Strategie erfolgreich durchzuführen. Schlüsselbegriffe: Kundenwert, Kundensegmentation, Loyalität, Kommunikationsmaßnahmen, Direkt Marketing, Kundenbindungsprogramme,

Vertriebsmanagement.

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