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Benoît Meyronin et Thierry Spencer

Management de la relation client

Symétrie des attentions,
digitalisation et coproduction



Un ouvrage complet, agrémenté de nombreux exemples et témoignages, qui promeut un management soucieux des équipes et des clients

Après un rappel des grands principes de la gestion de la relation client (GRC), l'ouvrage offre un regard croisé (enseignant-chercheur + consultant) sur :

les grandes tendances de la relation client (digital et nouveaux besoins) ;

la cohabitation entre relation client et culture d'entreprise ;

les fondements du marketing des services (coproduction ...);

Les chapitres sont enrichis par de nombreux témoignages et études de cas (BNP Paribas, RATP, Leroy Merlin, Décathlon, Nespresso, etc.).

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