



## Customer Analytics - Simple Steps to Win, Insights and Opportunities for Maxing Out Success

By Gerard Blokdiijk

Complete Publishing, United States, 2015. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The one-stop-source powering Customer Analytics success, jam-packed with ready to use insights for results, loaded with all the data you need to decide how to gain and move ahead. Based on extensive research, this lays out the thinking of the most successful Customer Analytics knowledge experts, those who are adept at continually innovating and seeing opportunities. This is the first place to go for Customer Analytics innovation - INCLUDED are numerous real-world Customer Analytics blueprints, presentations and templates ready for you to access and use. Also, if you are looking for answers to one or more of these questions then THIS is the title for you: What does customer analytics entail? Can businesses use credit card data for customer analytics? Bootstrapped Customer Analytics vs. Strategic Hiring? What customer analytics do you use to drive sales up? Can a user/customer analytics tools replace a CRM for a subscription business (SaaS)? What are the best small/medium customer analytics firms? Which type of the NOSQL database would be more efficient for recommendation engine for customer analytics domain? Data Modeling: What...



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