

E-Business Readiness: A Customer-focused Framework // 9780201710069 // James Craig, Dawn Jutla // 437 pages // 2001 // Addison-Wesley, 2001

Wahi, Ashok Kumar, and Yajulu Medury. "Digital Businesses: Creation of a Research Framework for Organizational Readiness for Enterprise 2.0." In Big Data: Concepts, Methodologies, Tools, and Applications. edited by Information Resources Management Association, 1832-1858. Hershey, PA: IGI Global, 2016. <http://doi:10.4018/978-1-4666-9840-6.ch085>. Customer Relationship Management (CRM) can offer significant benefits to companies who adopt a customer-centric focus for the transformation into a fully functional enterprise with e-business operations. The questions is "How does a company understand the customer and what do we do once we have that understanding?" This question is addressed and answered by the book "E-Business Readiness: A Customer-Focused Framework". The authors, e-business consultants, offer a strategy for assessing a company's customer focus, its readiness to accept and adapt to changing an old focus to a customer-oriented Customer focus means putting your customers' needs first. Customer-focused businesses foster a company culture dedicated to enhancing customer satisfaction and building strong customer relationships. But customer focus isn't a responsibility that falls only on customer support, or any single team, to earn for the entire business. While customer service skills are key to customer focus, customer-focused companies show that the customer experience matters across the organization, at every step of the customer journey. "Customer focus is a core value to who you want to be as a company and how you want your customers to feel about you." Jonathan Brummel, Senior Manager, Premier Support, Zendesk. The importance of customer focus. Customer Focus books and customizable, on-site training programs to maximize customer focus and service excellence throughout your organization. Our book, That's Customer Focus!, explains what customer focus is, why it's a profitable business strategy, and shows you how to develop and implement an effective plan for creating and maximizing customer focus throughout your entire organization. What's inside.. This 190+ page book includes Business data pertaining to E Commerce has become highly valuable in recent times. Social networking websites, sharing of product data and its reviews in blogs paves ways for promoting business in new methods. There is need to develop metrics to assess the strength of E Commerce penetration in Business and also evaluate the various E Commerce platforms. The degree of e-commerce readiness should encompass indicators that reflect the country's socio-economic and technological infrastructure and usage. - E-business that enables customers to personalize and customize products or services will flourish. - Using the Net to find new customers and to better target customer preferences will be a standard practice.