

# Müşteri İlişkileri Yönetimi

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<a href="#">562087</a>	GÜRKAN ÇALIŞKAN	2019	Konaklama işletmelerinde sosyal müşteri ilişkileri yönetimi uygulamalarının yönetim ve müşteri bakış açılarıyla değerlendirilmesine yönelik bir araştırma <i>A research for assessment of social customer relationship management applications in accommodation businesses with management and customer overview</i>	Yüksek Lisans	Turizm = Tourism	
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<a href="#">522783</a>	SEDEF ÇALI	2018	Development of a decision support tool for analytic customer relationship management integrating data mining and multi criteria decision making methods <i>Analytik müşteri ilişkileri yönetimi için veri madenciliği ve çok kriterli karar verme yöntemlerini birleştiren bir karar destek aracı geliştirilmesi</i>	Yüksek Lisans	Endüstri ve Endüstri Mühendisliği = Industrial and Industrial Engineering	

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## Customer relationship management

From Wikipedia, the free encyclopedia

**Customer relationship management (CRM)** is an approach to manage a company's interaction with current and potential **customers**. It uses **data analysis** about customers' history with a company to improve business relationships with customers, specifically focusing on **customer retention** and ultimately driving **sales growth**.<sup>[1]</sup>

One important aspect of the CRM approach is the systems of CRM that compile **data** from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media.<sup>[2]</sup> Through the CRM approach and the systems used to facilitate it, businesses learn more about their target audiences and how to best cater to their needs.

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# Pazar Bölümlendirmesi

- ❑ Bir kurumun ürün ve hizmetlerine talep gösteren bireylerin oranı ile kurumun ürün ve hizmetleriyle ilgilenmeyen bireylerin oranına karar verme işlemi
- ❑ Şu soruların cevapları aranır:
  - ❑ Kurumun müşterileri kim?
  - ❑ Müşterilerin gereksinim ve beklentileri ne kapsamda benzerlik ve farklılık göstermekte?
  - ❑ Müşteriler arasında en yoğun kullanıcılar hangi grup?
  - ❑ Hizmetleri en az kullananlar kim?

# Pazar Bölümlendirmesi

- ❑ Coğrafi yapı
  - ❑ Ülke, şehir, bölge, mahalle
- ❑ Demografik özellikler
  - ❑ Cinsiyet, yaş, medeni durum, gelir
- ❑ Psikografik özellikler
  - ❑ Yaşam tarzı, kişilik
- ❑ Davranışsal değişkenler
  - ❑ Anlayış, tavır, ürün kullanımı



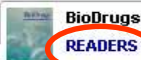
# Pazar Bölümlendirmesi

- ❑ Ölçülebilirlik
- ❑ Ulaşılabilirlik
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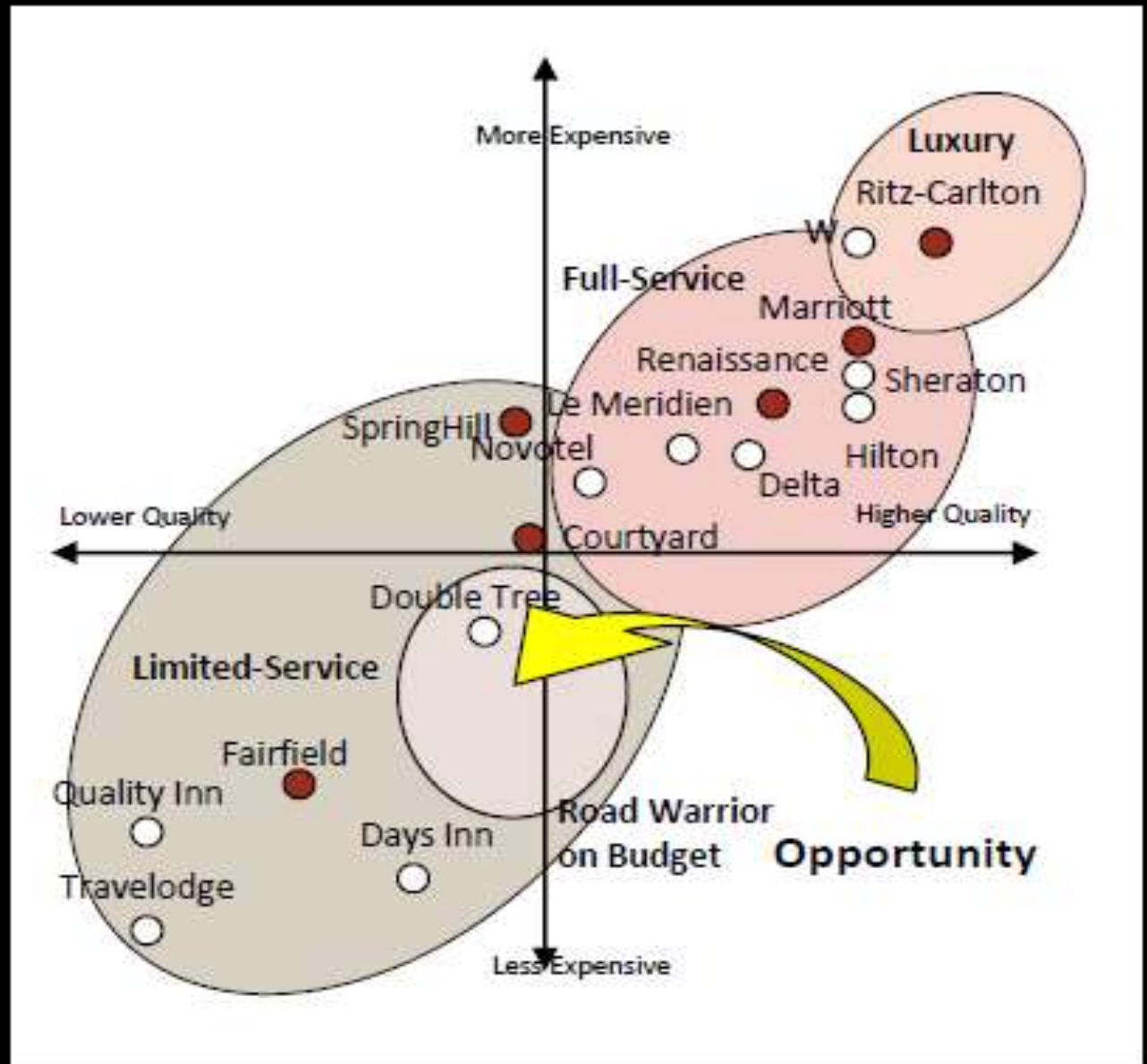
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# Market Segmentation

The segmentation of both the Torontonion and Montrealer hotel markets are relatively similar. These markets currently have three distinct segments: Limited-service, Full-Service and Luxury. Both the full-service and luxury segments cater to business travelers. Aside from the independent boutique hotels, almost all hotel brand names are present in both markets. The quality and relative price of the hotels are perceived to be the same in both markets. That said a hotel in Toronto is typically 20%-30% more expensive than a comparable hotel in Montreal.

Marriott brands target all three different segments (note: the Marriott hotels are identified by their red color in the STP diagram).



# Pazar Arařtırması

- ❑ Market research
- ❑ Pazar bölümlendirmesi işleminden önce
- ❑ Pazarları tanımlamayı, ölçmeyi ve sınamayı amaçlar
- ❑ Hangi ürün/hizmet ne amaçla, kimler tarafından, nasıl, ne kadar ve nereden satın alınmaktadır sorularına cevap verir

# Pazar Araştırması - Aşamalar

- ❑ Problemin tanımlanması
- ❑ Amaçların tanımlanması
- ❑ Bilgilerin nereden elde edileceğinin saptanması
- ❑ İkincil verilerin toplanması
- ❑ Araştırma tekniğinin tasarlanması
- ❑ Örneklemenin alınması
- ❑ Birincil verilerin toplanması
- ❑ Verilerin analizi
- ❑ Bulguların sunumu

# Örnekleme

- ❑ Niçin örnekliyoruz?
- ❑ Örnekleme yöntemleri
- ❑ Evrendeki tüm bireyler aynı özellikte mi?
- ❑ Evreni oluşturan öğelerin seçilme şansı eşit olmalı
- ❑ Evrene ilişkin veri kaynağımızın niteliği
- ❑ Örneklem büyüklüğü





# Downtown *and Business District* Market Analysis

*Tools to Create Economically Vibrant Commercial Districts in Small Cities*

Questions or Suggestions?  
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## 11. Evaluating Restaurant Opportunities

### Contents

[Introduction / Getting Started](#)

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#### Part I: Understanding Market Conditions

This section explores market opportunities for new restaurants in a downtown area. It includes methods for analyzing attributes of a downtown location, local demand and the competitive supply of restaurants. This information is analyzed to identify possible restaurant concepts that might be appropriate for the downtown area.

Market conditions in your area have a significant impact on what types of restaurants might make sense for your downtown. This section will help you collect and analyze information as part of an abbreviated

Demographics and  
Consumer Expenditure  
Potential

Lifestyle Analysis

Consumer Attitude  
Research (Residents and  
Non-Residents)

Summary of Demand

Downtown and  
Trade Area  
Business Inventory

Competitiveness of  
Existing Supply

Summary of Supply

Downtown Location  
Analysis

Possible  
Restaurant  
Concepts for  
Downtown

# La Crosse - Downtown Consumer Segments

