

CUSTOMER
SUCCESS

ACADEMY

Reading List

Aktuelle Studien, Paper und weitere
Fachliteratur rund um Customer Success
Management



Bücher:

Customer Success Management - Helping Business Customers Achieve Their Goals. Autoren: Michael Kleinaltenkamp, Katharina Prohl-Schwenke, Laura Elgeti. Springer Verlag

Wissenschaftliche Studien von Dr. Katharina Prohl-Schwenke und Dr. Laura Elgeti:

What drives the implementation of customer success management? Antecedents of customer success management from suppliers' and customers' perspectives

How business customers judge customer success management

Managing value in use in business markets

Customer capabilities for solution offerings in business markets

Unrealized solutions in business markets

How salespeople adapt communication of customer value propositions in business markets

Weitere wissenschaftliche Studien:

Customer Success Management: The next evolution in customer management practice

An Industry/Academic Perspective on Customer Success Management

Customer success management, customer health, and retention in B2B industries

Managing Customer Success in Business Markets: Conceptual Foundation and Practical Application

Beiträge in Praktiker Zeitschriften:

Customer-Success- Management im deutschsprachigen Mittelstand