TRANSFORMATION OF CUSTOMER INFORMATION INTO MARKET KNOWLEDGE - USAGE OF MEASUREMENTS IN THE FIELD OF CUSTOMER RELATIONSHIP MANAGEMENT

Summary

In the „new economy” one of the main tasks facing systems of measuring and reporting in the company, is developing tools that could assist in the valuation of intangible, off-balance sheet sources of value creation in the enterprise. This article aims to identify problems and present recommendations of measurements and analysis in the field of customer relationship management developed on the basis of the author's accomplishments, observations and own studies.

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