



Customer Processes and their application to Mobile Devices

By Christian Marx

GRIN Verlag Mai 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2009 in the subject Business economics - Operations Research, grade: 2,0, Frankfurt School of Finance & Management, language: English, abstract: The main question is how a financial application must be specified to meet the customer's requirements in light of numerous variations of software and different providers of mobile devices. Furthermore, it should be discussed, how additional customer value can be created by such an application. Besides the complexity from a wide range of various mobile devices itself, solutions have to follow the principle of customer-centricity. In order to clarify and demonstrate how a client process should be designed to meet the high demands of the mobile devices by the new group of customers, the change from a seller's market to a buyer's dominated market and the focus on the customer's need will be discussed. Afterwards, the issues customer-centricity and customer processes, which are the main elements of a customer-oriented process, and why thinking and acting in customer-oriented process structures is of relevance are discussed. Having these aspects in mind, an...

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