

Christian Zeidler

Mobile Support in Customer Loyalty Management

GABLER EDITION WISSENSCHAFT

Mobile Computing

Herausgegeben von Univ.-Prof. Dr. Otto Petrovic

Mobilfunkdienste haben Wirtschaft und Gesellschaft in den letzten Jahren nachhaltig verändert. Noch nie hat sich eine Technologie so rasch weltweit verbreitet – auch nicht das PC-basierte Internet. Neben Sprachdiensten gewinnen Datendienste zunehmend an Bedeutung und viele sehen das Mobiltelefon bereits als den Masscomputer der Zukunft an.

Die Schriftenreihe publiziert hervorragende Forschungsarbeiten aus dem Gebiet des Mobile Computing. Diese untersuchen Phänomene wissenschaftlich fundiert und geben somit wichtige Impulse für Entscheidungsträger in Unternehmen. Besonderer Wert wird auf eine integrierte Betrachtung von Technologie, Wirtschaftlichkeit und Anwenderakzeptanz gelegt.

Christian Zeidler

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An Architectural Framework

With a foreword by Univ.-Prof. Dr. Otto Petrovic

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Bibliographic information published by the Deutsche Nationalbibliothek
The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie;
detailed bibliographic data are available in the Internet at <http://dnb.d-nb.de>.

Dissertation Karl Franzens Universität Graz, 2008

Veröffentlicht mit Unterstützung der evolaris next level Privatstiftung im Rahmen des graduate
research opportunity program (GROP).

1st Edition 2009

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Editorial Office: Claudia Jeske / Anita Wilke

Gabler is part of the specialist publishing group Springer Science+Business Media.
www.gabler.de



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Cover design: Regine Zimmer, Dipl.-Designerin, Frankfurt/Main

Printed on acid-free paper

Printed in Germany

ISBN 978-3-8349-1436-1

Foreword

Companies are increasingly faced with the fact that the communication habits of their customers have changed sustainably – not only through the use of the Internet, but even more through the use of mobile services. Traditional marketing and communication instruments are increasingly being supplemented or even replaced by the direct, personalized address of the customer. The most powerful tool for this kind of communication is the mobile phone. It provides a direct and interactive communication channel to the customer. For numerous people, the mobile phone is no longer simply perceived as another medium, but rather as an indispensable part of daily life, even as part of their personality. At the same time, it is not only used for telephony, but also as a central communication and information hub. While the Internet is increasingly leaving the traditional personal computer, and conquering the mobile phone, the sending of messages via mobile phone has been a standard way of communicating, not only for young audiences.

This suggests the assumption that the direct communication channel will be used strongly by marketers in the near future in order to attract new customers and provide extended services to existing ones. Since it is such a powerful tool, its use represents a particular challenge for companies – as it represents the direct, sensitive connection to the heart and mind of the customer. The presented work thus examines the question of how existing loyalty programs can be supported by mobile services to adapt to the customers' true worlds of communication.

The author combines the technological potential of current and future mobile services with the requirements of the Relationship Marketing to answer these questions. A key result of this work is the presented reference model for mobile supported loyalty. Based on the reference model, the current business models in the area of loyalty programs and possible transformations through the integration of mobile services are discussed. In the final step the author describes the evaluation process of the results through the application of the model within case studies from the fields of banking, retail and multi-partner programs.

Through this integrated perspective, based on a sound technological basis as well as economic considerations, a result emerged that provides a scientific investigation into a real phenomenon within the selected area of work, and develops practical solutions

in the application field. The largest challenge now remains the sustainable transformation of the real value system in which loyalty programs are embedded. Only then can these programs live up to the evolving worlds of communication of their members.

Prof. Dr. Otto Petrovic

Preface

At this point, I would like to take the opportunity to thank all those who have supported and encouraged me in the last few years, and have made possible the presented work.

In this context, first and foremost, I want to thank my supervisor, Univ.-Prof. Dr. Otto Petrovic, for his numerous suggestions during the development of the research question and support in methodological issues. Univ.-Prof. Dr. Reinhard Haberfellner deserves my thankfulness for the willingness to conduct the second assessment and to take on the related effort.

Furthermore, I would like to thank my colleagues at the evolaris research lab, particularly Mrs. Corrina Höll, Dr. Christian Kittl, Mr. Kurt Köstenbauer, and Mr. Hans Jörg Peyha who continuously supported me in all problems of the workday life of a research project.

Special thanks belong to my partner Barbara, my parents, my sister, and all my relatives for their constant support and motivation. Therefore, I would like to dedicate this work to my family.

Dr. Christian Zeidler

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