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# Sind Online Kunden Profitabler Pilgrim Fallstudienreport

**Christian Drosten**



## **Sind Online Kunden Profitabler Pilgrim Fallstudienreport:**

*Sind Online-Kunden profitabler für die Pilgrim Bank? Ein Fallstudienreport*, 2015-05-27 Studienarbeit aus dem Jahr 2014 im Fachbereich BWL Unternehmensführung Management Organisation Note 1,7 Universität Bremen Sprache Deutsch

**Abstract** Die Pilgrim Bank ist eine etablierte Privatkundenbank mit rund fünf Millionen Kunden. Im Schnitt sind diese Kunden bereits seit über zehn Jahren der Bank treu. Das Management möchte den Online Banking Kanal stärken, da dort große Möglichkeiten gesehen werden, die Profitabilität der Kunden zu erhöhen und Betriebskosten zu senken. Gleichzeitig verspricht sich das Management davon eine bessere Customer Experience. Fünf Millionen Kunden, die im Schnitt seit zehn Jahren der Bank angehören. Nur 50 % der 5.000.000 Kunden sind profitabel. 70 % des Gewinns wird durch 10 % der Kunden generiert. Durch die Stärkung des Online Banking Kanals sollen die Betriebskosten gesenkt und die Customer Experience verbessert werden. Es liegt ein Datensatz mit rund 32 Tsd Kundendaten vor. Um verlässliche Annahmen für den gesamten Kundenstamm treffen zu können ist zunächst eine Überprüfung notwendig, ob die Ergebnisse aus der Stichprobe auf die Gesamtheit der Kunden übertragbar sind.

## Decoding **Sind Online Kunden Profitabler Pilgrim Fallstudienreport**: Revealing the Captivating Potential of Verbal Expression

In an era characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its power to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Sind Online Kunden Profitabler Pilgrim Fallstudienreport**," a mesmerizing literary creation penned with a celebrated wordsmith, readers attempt an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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