

ABSTRACT

Customer relationship management as an element of cosmetic services company management on the example of the Silesian Voivodeship

The cosmetics services market is currently one of the most dynamically developing areas of economic activity not only in Poland, but throughout Europe. Thus, competition within the industry is constantly growing, and the basic determinant shaping the size and structure of the market is the number of buyers of these goods and services. Strong competition in the cosmetics industry forces the improvement and implementation of an effective customer relationship management system based on the two most important trends in modern marketing, such as: marketing 3.0 and marketing 4.0. Therefore, the most important means of acquiring customers is the use of various marketing motivators.

The main utilitarian objective of the doctoral dissertation is to assess the effectiveness of the existing methods of managing customer relations and to propose a more rational model of such management in this regard, along with appropriate practical recommendations.

The subject of the research are marketing methods of managing relations with customers used in cosmetic services companies from the Silesian voivodeship. The research covered small and large beauty salons in that particular area.

Two groups of research techniques were used as part of the diagnostic method in the research on managing relations with clients of cosmetic companies, namely:

- a. sociological techniques for obtaining information on the methods of managing customer relations: surveys, interviews, case studies, auditorium research, direct participant observations
- b. heuristic techniques of designing changes and improving these relationships: brainstorming, the 635 technique and the Delphi technique

The surveys and interviews directly show numerous practical recommendations that should be followed by beauty salons. In addition to the above-mentioned recommendations resulting directly from surveys and interviews, many ideas formulated through the use of various

heuristic techniques were also obtained. All practical recommendations were also assessed "a priori" using the Delphi technique.

The main objectives of the dissertation were also achieved, and all three research hypotheses were positively verified