

BestPracticeDatabase.com

Category List

The Best Practice Database is an innovative, web-based service providing executives with knowledge, insights, ideas, and tools to enhance productivity, generate new revenues, maximize efficiency, and solve complex business issues. Committed to capturing and relaying best business practices, this service of [Best Practices LLC](#) can be a critical tool in understanding the hows and whys to achieve world-class excellence.

[Members](#) get rapid access to the full depth and breadth of this resource, unavailable anywhere else -- online or in print. Our insights -- generated from years of consulting research into best practices -- often result in multi-million dollar shifts in budgets, give new direction in investments and strategic decisions, and jump start countless team activities, presentations, and improvement initiatives. [BestPracticeDatabase.com](#) provides its members with a suite of online features designed to deliver invaluable access to information that can truly revolutionize their operations. There are over 600 categories and subcategories of powerful insights contained in the database.

Select a main topic below to jump to the category of interest.

[Customer Service](#)

[Human Resources](#)

[Internet & E-Business](#)

[Knowledge Management](#)

[Sales & Marketing](#)

[Business Operations -- Other Key Topics](#)

[Customer Service](#)

Call Centers

Call Center Human Resources

Call Center Employee Satisfaction and Retention

Call Center Recruitment and Selection

Identifying Hiring Needs

Recruitment & Selection Processes

Screening Candidates

Call Center Training and Development

Coaching and Mentoring

Competency Development

Evaluation

Formal Training

Call Center Process Design

Corporate Profiles

Leadership and Communication

Planning

Process Design and Management

Technology

Customer Loyalty Management

- After Sales Service and Support
- Churn Management
- Cross-Selling
- Customer Churn
- Customer Communication and Complaint Management
 - Customer Communications
 - Communication Consistency
 - Communication Improvements
 - Communication Mediums
 - Customer Complaint Management
- Customer Segmentation and Differentiated Service Levels
- Lifetime Value of the Customer and Cross-Selling
- Retaining and Growing Customers
- Rewards and Loyalty Programs

Customer Relationship Management

- Channel Optimization
- Communication
- CRM Management
- CRM Strategy
- Customer Delights
- Marketing Analytics and Cross-Selling
- Performance Measurement
- Recruitment and Training
- Technology

Customer Service Measurement

- Customer Satisfaction Management
 - Corporate Profiles
 - Customer Needs
 - Surveys
 - Customer Satisfaction Surveys
 - Internal Customer Service Survey Responses
 - Mystery Shopper
 - Sample Customer Satisfaction Surveys
- Individual CSR Measurement
- Overall Call Center Measures
- The Balanced Scorecard

Customer Service Strategies and Culture

- Communications (internal)
- Customer Service Culture
- Customer Service Empowerment

Customer Service Training and Development
Delivering Service
Role of Leadership

Human Resources

Call Center Human Resources

Call Center Employee Satisfaction and Retention

Call Center Recruitment and Selection

Recruitment & Selection Practices

Screening Candidates

Call Center Training and Development

Coaching and Mentoring

Competency Development

Evaluation

Formal Training

Career Path, Succession, and Advancement

Advancement

Career Path Planning

Succession Planning

Succession Planning Profiles

Compensation, Rewards, and Recognition

Alignment with Strategy

Compensation

Continuous Improvement

Incentive Programs

Rewards and Recognition

Employee Development and Training

Career Path Planning

Coaching and Feedback

Competency Development

Continuous Learning

Diversity

Formal Training

Content

Evaluation

Mechanisms and Methods

Planning

Structure

New Hire Orientation

Employee Satisfaction and Retention

Corporate Spotlights

Measurement and Surveys
Corporate Profiles

Morale

Retention

HR Mission, Strategy, and Structure

Budgets

Department Mission and Strategy

Department Structure and Operation

HR Department Structure

Measurement

Organization

Technology

Performance Management

Advancement and Recognition

Appraisals

Feedback

Measurement

Recruitment and Selection

Advertising the Position

Developing Candidate Sources

Increasing Diversity

Identifying Hiring Needs

Measuring Recruitment

Recruiters

Screening Candidates

Selecting and Offering

Summary

Work Environment and Culture

Communication

Diversity

Empowerment

Flexible Workforce Management

Communication

Company Profiles

Flexible Workforce Management

Manager Development

Leadership and Communication

Relocation & Redeployment

Employee Communications

Implementation & Measurement

Planning

Teamwork

Adopting a Team-Based Culture
Spotlights on Decision Making
Spotlights on Teamwork

Internet & E-
Business

E-Business

E-Commerce

Creating Customer-Focused Online Experience

CRM

Channel Optimization
CRM Strategy
Customer Delight
Marketing Analytics and Cross-Selling
Technology

Internet Marketing

Increasing Value
Strategy
Targeting
Technology

Internet Sales

Integration
Segmentation
Standardization

Online Service Support

Online Transaction

Developing Infrastructure and Applications

Resource Allocation

Driving Continuous Innovation

Business Impact and Results

Performance Measures

Forging Strategic Partnerships

Affiliate Programs

Group Purchasing Organizations

Internet Vendors

Investor Relationships

E-HR

Employee Development and Training

Continuous Learning

HR Mission, Strategy, and Structure

Recruitment and Selection

- Advertising the Position
- Developing Candidate Sources
- Identifying Needs
- Recruiters
- Screening Candidates
- Selecting and Offering

E-Management, Measurement, & Continuous Improvement

- Aligning With Corporate Goals
- Centralizing Resources
- Deploying Tools
- Managing Tools

E-Service

Call Center Management

- Call Center Process Design
- Planning

Customer Loyalty Management

- After Sales Service and Support
- Churn Management
- Customer Communication and Complaint Management
- Lifetime Value of the Customer and Cross-Selling

Customer Relationship Management

Customer Service Measurement

- Customer Satisfaction Management
- Overall Call Center Measures

Customer Service Strategies and Culture

Knowledge Management

Aligning with Corporate Strategy

- Define how Knowledge will meet Corporate Goals

Communicating and Organizing Knowledge

- Communities of Practice
- Data Warehousing
- Intranets and Databases

Leveraging Knowledge for Market Success

Identifying Strategic Goals

Industry Trends

Health Care Industry

- Group Purchasing Organizations
- Managed Care Organizations
- Pharmaceutical Manufacturers

Infrastructure

Internet Presence

Design

Implementation

Measuring Results

Infrastructure

Measuring Results

Knowledge Management

Aligning with Corporate Strategy

Assemble and evaluate technical and organizational options

Define how Knowledge will meet Corporate Goals

Invest resources needed to produce success

Measure impact and plan continuous refinement

Benchmarking

Communicating and Organizing Knowledge

Communities of practice

Data warehousing

Executive support

Performance measurement

Resource allocation

System architecture

User management

Formal and informal best practice exchanges

Online discussion

Training libraries and personnel rotation

Intranets and databases

Creating a Knowledge-Sharing Culture

Building Knowledge-Sharing into Everyday Activities

Executive Support

Ongoing Nurturing

Rewards and Incentives

Success Stories and Demonstrating Value

Identifying and Capturing Knowledge

Identifying implicit knowledge

Measuring the Business Value of Knowledge

Balanced scorecard

Competency model

Financial Measures

Knowledge Measurement Strategies

Return on Assets
Venture capital model

Personnel knowledge profiling
Prioritizing information based on value
Recognize and reward knowledge champions

Leveraging Knowledge for Market Success

Product Development
Sales, Marketing and Customer Service
Cross-Selling

Sales and Marketing

E-Commerce

Creating Customer-Focused Online Experience

CRM

Channel Optimization
Customer Delight
Marketing Analytics and Cross-Selling
Technology

Internet Marketing

Increasing Value
Strategy
Targeting
Technology

Internet Sales

Integration
Segmentation
Standardization

Online Service Support

Online Transaction

Developing Infrastructure and Applications

Resource Allocation
Standardization
Team Structure
Web Design and Implementation

Driving Continuous Innovation

Business Impact and Results
Competitive Intelligence
Performance Measures

Forging Strategic Partnerships

Affiliate Programs
Investor Relationships

Portal Relationships

Vendors

Institutional Mapping

Psychiatric Patient Flow

Marketing Management

Analyzing Market Opportunities

Data Warehousing

Market Research

Company Profiles

Deploying Marketing Programs

Brand Management

Channel Management

Executive and Organizational Buy-In

Communicating Value and Success

Cross-Functional Teams and Collaborative Behavior

Project Rollout

Lifecycle Management

Marketing Communication and Promotion

Continuous Improvement

Integrated Organizational Consistency

Promotion

Sales Collateral

Stakeholder Needs

Designing Marketing Strategies

Competitive Intelligence

CRM Strategies

Channel Partner Relationships

Consumer Relationships

Lifecycle Management

Loyalty Programs

Pricing Strategies

Product Positioning and Differentiation

Managing Development Process

Cross-Functional Teams

Recruiting and Selecting

Performance Management

Managing Marketing Organizations

Development and Retention

Managing Marketing Processes

Organizational Structure

Assigning Ownership

Knowledge Sharing

Marketing Organization

Recruitment and Selection

Strategic Role of Marketing

Pharmaceutical Speaker Training and Development

Professional and Patient Advocacy Relations

Segmenting Target Markets

Business-to-Business Segmentation

Consumer Segmentation

Prioritization

Segmentation Strategy Implementation

Segmentation Tools and Techniques

New Product Development and Launch

Creating Infrastructure Support

Corporate Culture and Structure

Management Commitment

Resource Allocation

Training Programs

Ensuring Market Focus

Competitive Analysis

Customer and Thought Leader Involvement

Market Research

Managing Development Process

Cross-Functional Teams

Recruiting and Selecting

Development Activities

Performance Measurement

Project Management Tools

Time to Market

Managing Thought Leader Programs

Alignment with Overall Objectives

Alignment with Corporate Strategy

Economic Value Drivers

Segmentation, Targeting, Deployment

Managing Performance of Managers/Specialists

Building Knowledge

Recruiting

Training

Setting and Measuring Goals

Speaker Programs

Building Doctor Relationships

Driving System Evolution
Fostering Continuous Improvement
Managing a World-Class System
Selecting System Logistics

Support & Communication

Optimizing Product Portfolio

Early Stage Planning
Lifecycle Management
Project Review and Prioritization
Resource Alignment

Planning and Coordinating Launch

Communication Activities
Development Activities
Launch Strategy & Structure
Promotional Activities
Sales Force Buy-In and Support
Thought Leader and Advocacy Development

Public Relations

Metrics

Practices

Sales Management

Designing Sales Force

Compensation Systems
Sales Force Size and Structure
Sales Objectives and Strategies
Support Systems

Enhancing Selling Effectiveness

Gaining Access
Personal Development
Planning and Targeting

Administrative Tasks
Building Your Schedule
Call Frequency
Designing the Territory Call Route
Detailing
Execute Your Plan
Goal Setting
Growing Territory Potential
Navigating the Office
Planning to Build Sales Efficiency
Program Management

Schedule Optimization

Targeting to Achieve Territory Potential

Presentation and Demonstration

Probing Techniques

Sales Collateral Management

Managing Customer Loyalty

Account Management

Customer Satisfaction

Managing Sales Force

Performance Management

Recruitment and Selection

Rewards and Recognition

Team-Based Selling

Training and Development

Managing Sales Force Automation Systems

Business Alignment

Case Studies and Vendor Profiles

Case Studies

Vendor Profiles

Continuous Improvement

Corporate Buy-In

Implementation and Utilization

System Design

Program Management

Relationship Management

Communication Consistency

Communication Segmentation

Communication Systems

Communication Feedback

Store Staffing

Metrics

Strategic Alliances

Developing Conflict Resolution Mechanisms

Enhancing Communications

Communication Channels and Frequency

Senior Management Involvement

Training & Team-Building Activities

Evaluating Partnership Performance

Partner Satisfaction Management

Periodic Reviews

Identifying and Evaluating Potential Products

Evaluating New Products
Identifying Potential Products

Identifying and Selecting Partners

Business Rationale
Capability Assessment
Strategic Fit

Improving Sales & Marketing Effectiveness

Customer Relationship Management
Marketing
Sales Force Incentive Management
Territory Management
Training Activities and Support

Managing Deal-Making Process

Deal Elements
Partnership Structure
Strategic Partnership Evaluation

DNA-Based Technologies

Lessons Learned
Qualitative Interviews & Profiles
Survey Analyses

Business Operations

Alliances and Partnerships

Deal Making
Launch and Pre-Launch Activities
Marketing Management
Relationship Management

Capitalizing
Communication Systems

Communication Improvements

Performance Measurement
Selecting

Sales Management

Benchmarking and Quality

Benchmarking
Quality

Deployment
Measuring Quality Programs
Quality Teams
Six Sigma

Program Content

Program Genesis
Program Implementation
Program Objectives
Program Quality Training
Program Results

Facilities Services

Budget Practices
Metrics
Roles and Responsibilities
Technology

Financial Management

Financial Performance Measures
Corporate Profiles
Performance Drivers
SG&A Expenses
Benchmark Metrics
Corporate Strategies & Structures
Performance Targets
Sample Breakdowns
Resource Allocation & Budgeting
Alignment with Strategic Goals
Cross-Functional Linkage
Econometric Models
Managerial Consensus
Measurement and Learning

Health and Safety

Metrics
Setting Goals
Structure
Technology
Training

Manufacturing

Industrial
Custom
Manufacturing
Management
Structure
Quality
Quality
Laboratory
Communication
Metrics
Productivity

Remanufacturing
Restructuring

Measurement

Balanced Scorecard

Mergers & Acquisitions

Business Development and Deal Making

Alignment with Strategy
Antitrust & Legal Issues
Due Diligence
Leadership Support
Measuring Success

Culture and Personnel in M&A

Assessing Corporate Cultures
Communicating Human Resources and Cultural Integration
Identifying and Retaining Key Leaders
Integrating Personnel
Integrating Personnel Policies and Packages
Managing Cultural Integration
Measuring the Integration Success

M&A Integration Planning

Assigning Integration Leadership
Capturing Costs and Creative Synergy
Developing an Integration Framework
Leveraging Internal & External Expertise
Managing Milestones
The Integration Team

Sales, Marketing, and Customer Service in M&A

Aligning Marketing Strategy
Delivering Seamless Customer Service
Deploying a Unified, Well Informed Sales Force

Technology and Systems in M&A

Assessing and Prioritizing Integration Opportunities
Implementing Technology & Systems Integration
Managing to Retain Key Technical Personnel
Planning for Technical Integration

Operations and Maintenance

Metrics

PC Management

Performance Management

Structure

Training

Order Management

Company Profiles

Implementation and Training

Order Entry

Alternative Order Entry Channels

Configuration Tools

Quote Optimization

Scheduling and Forecasting

Order Forwarding

Order Processing

Organizational Strategy, Structure, and Mission

Research and Development

Communication

Supply Chain Management

Corporate Strategy

Identification & Selection

Process Enhancement

Procurement

Metrics

Predicting Growth

Structure

Supplier Diversity

Technology

Relationship Management

Levels of Interaction

Rewards and Recognition

Technology

Samples and Free Reports

Benchmarking Report Executive Summaries

Business Operations

Customer Service

Human Resources

Internet

Knowledge Management

Sales & Marketing

Business Operations

Customer Service

Human Resources

Internet

Knowledge Management

Sales and Marketing