



Mística por el Cliente: Caso Colpatria sobre CRM y Gestión de Clientes (Spanish Edition)

Marta Lucía Restrepo Torres

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El lector se encuentra próximo a conocer la experiencia del Banco Colpatria en el avance directivo y gerencial para la implementación de la gestión del cliente, a través de la narración de los aspectos más relevantes de dicha gestión, descrita bajo el método del caso.

Este método, de gran práctica en el desarrollo de las ciencias sociales, humanas, biológicas y matemáticas, ha sido una de las estrategias pedagógicas de mayor uso y efectividad en la formación de futuros profesionales en distintas disciplinas, pues integra los referentes conceptuales con el mundo de la vida. Para la enseñanza de la administración es una forma ideal de integrar la aplicación de marcos teóricos sobre los negocios desde sus distintos alcances funcionales, con la manera práctica y ejecutiva que caracteriza el desarrollo de la vida empresarial.

Quien estudia un caso en particular trabaja en el desarrollo de competencias para:

- Comprender la realidad de los negocios e identificar los aspectos críticos que deben abordarse.
- Interactuar con situaciones narradas que se obtienen de la experiencia cotidiana y crear alternativas para mejorar o modificar dichas realidades.
- Identificar los modos de solución de problemas y de construcción de nuevos escenarios de manera creativa.
- Aprender y reaprender, adquiriendo una mente flexible y abierta para abordar la realidad desde diferentes perspectivas.

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