


Chapter 6

Integrating Business Process Management and Marketing: A Strategic Approach to Enhancing Customer- Centric Processes

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ABSTRACT

The current research examines how business process management (BPM) and marketing are integrated into marketing communications to enhance customer-centric processes in response to technological advancements. Information and communication evolution and joining with other technologies give rise to a new focus on Marketing 4.0. The shift of focus from brand-centric marketing to customer-centric marketing motivates practitioners to highlight customer experience, satisfaction, and loyalty. However, ever-changing market dynamics, new customer demand, and emergence of new communication and marketing channels hinder efficient service

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delivery by marketing departments.

1. INTRODUCTION

Business firms are leveraging the potential of integrating a customer-centric approach into their strategic business processes. In business firms, this strategic direction, often referred to as Business Process Management (BPM), represents a holistic approach aimed at improving customer-centric processes, defining a strategic plan for aligning those processes, and utilizing information technology to run more efficiently and consistently (Gross et al., 2019).

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