

Customer Relationship Management A Databased Approach

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Customer Relationship Management A Databased

The customer related database gives a business an insight on the customer behavior. It is the foundation on which the CRM software strategies work. For any business using the CRM, the customer-related database is highly important to impart the customer-based strategies and tactics.

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Description Kumar and Reinartz's, Customer Relationship Management, a Databased Approach, stresses the development of an understanding of Customer Value as the guiding concept for marketing decisions. While networking and communications systems are important for CRM to succeed, it is more important to understand the basic approach that sets customer-centric marketing apart from traditional ...

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What is CRM? - Salesforce UK

Customer relationship management (CRM) as a strategy and as a technology has gone through an amazing evolutionary journey. The initial technological approach was followed by many disappointing initiatives only to see the maturing of the underlying concepts and applications in recent years.

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Customer relationship management : a databased approach ...

CRM stands for Customer Relationship Management. It's a technology used to manage interactions with customers and potential customers. A CRM system helps organisations build customer relationships and streamline processes so they can increase sales, improve customer service, and increase profitability.

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customer relationship management: a databased approach ...

Customer Relationship Management Software. CRM software, sometimes known as CMS (Customer Management Software) is the basis of many bespoke database systems. Put simply, a bespoke CMS system can: hold all a client's contact details (phone, email, address etc.) cope with multiple contact details for a single client or customer

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