CUSTOMER RELATIONSHIP MANAGEMENT

### English Abstract

This study examines the impact of Customer Relationship Management (CRM) software on business performance. By analyzing various CRM features such as contact management, sales management, customer support, marketing automation, and analytics, the research aims to demonstrate how CRM systems enhance customer relationships, increase sales, and improve customer service. The study also explores the historical development of CRM software and future trends, including AI integration and mobile CRM solutions. The findings indicate that CRM software is a crucial tool for businesses to achieve growth and efficiency.

### Kiswahili Abstract

Utafiti huu unachunguza athari za programu ya Usimamizi wa Mahusiano na Wateja (CRM) kwenye utendaji wa biashara. Kwa kuchambua vipengele mbalimbali vya CRM kama usimamizi wa mawasiliano, usimamizi wa mauzo, huduma kwa wateja, uhamasishaji wa masoko, na uchambuzi, utafiti unalenga kuonyesha jinsi mifumo ya CRM inavyoboreshwa mahusiano na wateja, kuongeza mauzo, na kuboresha huduma kwa wateja. Utafiti huu pia unachunguza maendeleo ya kihistoria ya programu ya CRM na mwenendo wa baadaye, ikiwemo ujumuishaji wa AI na suluhisho za CRM za simu. Matokeo yanaonyesha kwamba programu ya CRM ni chombo muhimu kwa biashara kufanikisha ukuaji na ufanisi.

### Luo Abstract

Nyang' ma enoo owinjo tiyo mar Customer Relationship Management (CRM) software e keto kuom timo nyalo mar ohala. Koketogi kuom loso tiend CRM machalo kaka contact management, sales management, customer support, marketing automation, kod analytics, nono nyalo mar timo nyalo lando kaka tiyo gi CRM duogo lokruok ka, moko mar sell, kod rito gi yore me ruako jo-yuoth. Nyang' ma enoo owuok kanyo loso CRM kod joma tiyo ne en, to kod loso nyaka ma odhi anyalo loko kaketho AI kod mobile CRM solutions. Weche ma owinjo nyiso ni CRM software en gima mako e kaka tiyo ne ohala mar loso kaachiel gi keto ka ne opwodho.