Customer Relationship Management

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Customer Relationship Management (CRM) is a combination of people, processes, and technology that seeks to understand a company's customers. It is an integrated approach to managing relationships by focusing on customer retention and relationship development. CRM has evolved from advances in information technology and organizational changes in customer-centric processes. Companies that successfully implement CRM will reap the rewards in customer loyalty and long-run profitability. This project has several modules and the main modules are sales, subscriptions, expenses, contracts, projects, tasks, support, leads utilities, reports, etc.