



# The Project Management Game – how brilliant are you?

## What Is CRM?

Customer Relationship Management (abbreviated with CRM) refers to the orientation of a company towards its customers and the design of customer-related processes. CRM is sometimes also referred to as customer nurturing since it is used to nurture the relations between the company and its current as well as future clients.

## What Is a CRM System?

A CRM system is the digital transformation of the documentation and administration of customer interactions and information. It helps to synchronize departments which are interacting with customers, such as sales, marketing, customer service and technical support. Using a CRM system companies can manage customer relationships effectively and efficiently and often score better sales results than companies without CRM systems.

## What Does a CRM System Do?

A CRM system allows to easily and quickly store, access and update data about customers and customer relationships. Also analyses on customer data can be done in an easy and effective way.

## What Are the Reasons to Implement a CRM System?

A CRM system prevents that knowledge about a customer is lost in case of an employee leaving the company. Also a CRM system establishes a “single-source-of-truth”. Customers can be segmented and analyzed in a CRM system and data about customer satisfaction, interactions with the clients and sales performance can be tracked. Since the system is digital lots of paperwork can be reduced and information be retrieved easily.