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## Do You Crm Me?: An Analytical Guide to Customer Relationship Management (Paperback)

By Omer Lizotte

Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English. Brand new Book. Modern technology has led to wondrous advancements in business and marketing. Now, all the data you could possibly need are at your fingertips. You may have the statistics, but how do you decipher them? In his new CRM analytics guide, Omer Lizotte shows you that you don't have to be a mathematical genius to understand what the numbers are telling you about your marketing and customer-service stratagems. Lizotte understands how difficult it can be to turn theory into practice when it comes to CRM. There are, for example, so many different systems and metrics to track. It can be overwhelming-but no longer. Lizotte includes chapters on setting up a data mart; using ten key performance metrics to track your business's retention rate, customer lifetime value, customer satisfaction, and other important elements; understanding predictive modeling and different types of analysis; and translating your analysis into strategy. Lizotte makes the information interesting and engaging by using real-world case studies to show you the many practical applications of his work. Analytics isn't theory-it's fact. Make the most of the facts you have with Do You CRM Me?.



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